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# HEINL NEWS SERVICE

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May 5, 1948

DURR, FCC, SEEN AS TRUMAN'S LATEST THORN; COY AT WHITE HOUSE

Clifford J. Durr, outspoken Federal Communications Commissioner, who resigned following a session with President Truman the morning after the announcement that Mrs. Durr had been appointed Chairman of the Northern Virginia Committee of Henry Wallace, is believed in official circles to be the latest thorn in the President's campaign. This seemed to be confirmed by a gum-shoe visit to the White House Monday by Wayne Coy, Chairman of the Federal Communications Commission, who presumably called on Mr. Truman to discuss Mr. Durr's successor.

Already looked upon as a No. 1 trouble maker for the Administration, it is believed Mr. Durr will become more aggressive and noisier as the conventions and campaign approach and really get into his stride when he finally leaves the Commission June 30th.

The latest outbreak of the turbulent FCC Commissioner, who is a brother-in-law of Mr. Justice Hugo L. Black of the U. S. Supreme Court, was last Friday night when addressing the Federation of American Scientists and the Washington Association of Scientists at the American University in Washington. Mr. Durr declared that Government scientists, regardless of any guilt in these days of loyalty tests trembled at the thought of losing their jobs. Mr. Durr warned against such an atmosphere of "corrosive fear", saying:

"In scientific and unscientific fields of endeavor alike, I am wondering if we are not endangering our security by the very methods we are adopting to preserve it, and alienating loyalty by the procedures we are applying for its promotion."

Mr. Durr said that because of repression in Europe, the United States gained Einstein, Szilard and Fermi, noted scientists, and said, "I am wondering if, in the name of 'loyalty', and 'security' we may not ourselves be in the way of losing all we have gained, and more."

Mr. Durr criticised a House subcommittee on un-American Activities for its report on Dr. Edward U. Condon, Director of the National Bureau of Standards, which had called Condon "one of the weakest links" in atomic security.

Although far from popular with many broadcasters and with his critics on Capitol Hill on both sides of the aisle, such as Representative McDowell (R), of Pennsylvania, Mr. Durr has come out better than 50-50 with the press. The most recent comment was by Jack Gould, Radio Editor of the New York Times, who defended him with:

"The decision of Clifford J. Durr not to accept reappointment to the Federal Communications Commission means the loss to that body of one of its ablest and at the same time most controversial figures. With his term expiring on June 30, Mr. Durr, in the light

of his family responsibilities, believed it time to seek a more remunerative post than a commissionership which pays \$10,000.

"As an outspoken liberal of the New Deal school, Mr. Durr's career with the FCC always has been a tempestuous one and he himself would be the last either to expect or to want anyone always to agree with his views. But certainly he leaves the FCC with a record of both very real and very important accomplishment in behalf of better broadcasting.

"Mr. Durr's guiding concept was a greater freedom of radio from the standpoint of the listener as opposed to the more publicized freedom of radio from the standpoint of the broadcaster. If not the father of FCC's "Blue Book", which called for improved over-all balance in programming, he was its most energetic and articulate exponent. Though in practice the Blue Book has been badly bleached, the mere discussion of its main points prompted the broadcasters to look at themselves and, in many cases, introduce beneficial reforms. For the achievement of that progress Mr. Durr is entitled to a generous share of the credit.

"In his years devoted to broadcasting, Mr. Durr often was the lone dissenter on the FCC. Many of his points of view he was later to see accepted by the majority. His thoughtful opponents, if not the element of the trade press which delighted in subjecting him to petty and carping criticism, always respected his consistency of position in radio matters. In a business where expediency so often prevails, Mr. Durr's devotion to principle will be missed."

In addition to mention of Brig. Gen. Telford Tyler as a possible successor of Commissioner Durr, other names are now cropping up among them those of Edward Cooper, of Montana, a former newspaperman, and communication expert of the Senate Committee; an unidentified Arizona broadcaster, believed to have been proposed by Senator McFarland (D), of Arizona when he called on President Truman last Friday, and present members of the FCC, namely Benedict P. Cottone, General Counsel, Acting Chief Engineer John A. Willoughby and Chief Accountant, William J. Norfleet. It is to be hoped that someone closely allied with the broadcasting industry will be named.

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NEW PLANT FOR SANTA BARBARA STATION

KDB, Don Lee affiliate in Santa Barbara, will operate from new facilities approximately July 1, according to General Manager Ed Kemble. The station acquires the "New Look" by move into a picturesque Spanish Mission style building in the heart of Santa Barbara. A special 250-foot tower weighting 7 tons is now being erected. The tower, capable of carrying an FM antenna, will be the highest in the city. Its foundations are reinforced concrete columns weighing 60 tons, and the ground system consists of nearly a ton of copper. The studio location is creating a new business center, called "Radio Square."

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SHEPPARD BILL WOULD END NETWORK STATION OWNERSHIP

A bill which would impose drastic restrictions on network broadcast service and ownership of radio stations, and would probably force a wholesale disposal of station and network properties worth millions of dollars, was introduced into the House of Representatives last week by Representative Harry R. Sheppard (D), of California. However, due to its extreme conditions, legal minds hold out little chance of its enactment.

Some of its more salient points are:

Prohibit ownership of stations by national networks.

Prohibit ownership of either networks or stations by manufacturers of radio equipment, electronic components, or other equipment used in station operation.

Forbid stations to devote any two consecutive hours to network programs, limiting them to "every other or alternate hour".

Define a network as two or more stations linked for simultaneous broadcast - a definition which, industry observers noted, is the same as that insisted upon by several radio unions.

Television, FM and international stations, as well as AM would be involved. Three of the four national networks and at least six equipment manufacturers would be required to get rid of stations and the Radio Corporation of America would have to dispose of the National Broadcasting Company if the Sheppard Bill were passed.

Representative Sheppard says that if the bill is not taken up in this session of Congress, and it is unlikely that it will be, he will reintroduce it at the next session if he is re-elected in November or have someone else do so if he is not among those present.

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RADIO AND RCA PROBE TO START MAY 12

It is understood that the investigation which Senator Charles W. Tobey (R), of New Hampshire, disclosed at the final hearings on the Johnson Bill (S. 2231) is to be started on May 12, although he had hoped to fit it in at an earlier date.

It was at this time that Senator Tobey pulled a surprise move by firing questions at Raymond Guy, NBC Manager of Radio and Allocations Engineering concerning the actions and policies of the Radio Corporation of America. Mr. Guy did not feel qualified to answer questions about RCA policy and Senator Tobey then suggested that "somebody who knows" about such matters be sent to a subsequent hearing which he would schedule.

The indications are that the plans for the probe will be far-reaching and will consider radio and TV low-band allocations, regulations and patent ownership, in addition to RCA operations.

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"VOICE OF AMERICA" OVERSEAS POWER TO BE INCREASED

The State Department is taking prompt steps to step up the power of the "Voice of America" behind the Soviet iron curtain and elsewhere overseas.

Officials said Monday a three-million-dollar supplemental fund now in the Congressional mill will bring:

1. An early increase in the power of radio transmitting stations which relay American official broadcasts to eastern Siberia. This may help overcome "jamming" of programs, which officials said was continued despite an American protest to Moscow a month ago.

2. A start toward building new and more powerful relay stations in Europe.

3. Shipment of more American books and magazines to United States libraries abroad. There are 50 such information centers now. An increase to 84 is scheduled.

4. Addition of special regional news for Europe, the Near East and Latin America to the daily wireless bulletin supplied foreign officials and publications.

5. Expansion of radio, photo and motion picture staffs which were cut back a year ago.

The three-million-dollar supplemental fund is contained in a 969-million-dollar catch-all appropriation bill carrying money for many Government agencies. The Senate, before recessing last Friday, sent the bill back to a conference committee to consider changes. Both Senate and House, however, have agreed to the State Department fund.

Representative John Taber (R), of New York, Chairman of the House Appropriations Committee still continues to criticize the "Voice of America" calling it "incredible drivel which the Department foists on the world".

Upon reading some of the scripts sent to him to look over, he said that "by no stretch of the imagination could any be termed 'first rate'; a few could squeeze into the second-rate classification, but the great majority consist of such trashy jargon that they are an insult to any listener, whether he be in the Congo or Chicago."

Representative Taber feels that no one knows how many "if any" listen to the broadcasts and pointed out that \$100,000 per hour, 22 hours per day, is an "expensive pasttime", and "if we must be burdened with it, let us try to enhance its value by making it a real voice from America."

Despite the notice of displacement of war-service and temporary employees in nine fields, the Civil Service Commission has announc-

ed special emergency recruiting for writers, editors, producers and broadcasters, at salaries up to \$9,975 a year, for the State Department's overseas information program. Applications are being accepted at the Commission's office in Washington.

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EX-SEN. WHEELER, TYRO, AMAZES MIAMI; CATCHES BIGGEST FISH

Apparently one of the biggest talents of former Senator Burton K. Wheeler, of Montana, unknown not only to his old colleagues on Capitol Hill, but even to himself, is that of a deep sea fisherman.

As a guest of E. F. McDonald, Jr., of Chicago, President of the Zenith Radio Corporation, and trying his hand at deep sea fishing for the first time in his life at Miami Beach last week, Senator Wheeler caught the record White Marlin of the year. It weighted 108 pounds and Senator Wheeler suddenly found himself the envy of all the fishermen at that famous beach.

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FCC DENIES TBA'S PETITION FOR A.T.&T. & W.U. RATE CHARGES

Last Thursday, the Federal Communications Commission adopted an Order denying a petition of the Television Broadcasters' Association insofar as it requested suspension of the rates and charges filed by the American Telephone & Telegraph Company and The Western Union Telegraph Company applicable to the furnishing of television transmission services and facilities. The Commission also denied the petition insofar as it requested temporary waiver of the FCC's Order of February 12, 1948, which permits commercial operations of the New York-Washington coaxial cable television facilities.

However, the FCC granted the petition of TBA insofar as it requested an investigation and hearing regarding the lawfulness of such rates and regulations of the subject carriers. The hearing will be held in Washington, D. C., starting at 10:00 A.M. on June 15, 1948.

The TBA petition pointed out that the rates as proposed are excessive and unreasonably burdensome upon commercial television transmission and gave several reasons why TBA felt a hearing was necessary. The rates, as filed, were to have become effective on May 1 if unopposed.

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The first international television broadcast in history was scheduled on WWJ-TV, The Detroit News station, last Thursday night, according to the TBA Weekly News Letter. WWJ-TV received permission of the Canadian Broadcasting Corporation and the Federal Communications Commission to televise the opening ceremonies of the Windsor Junior Chamber of Commerce Industrial Exposition in Windsor, Ont., Canada.

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STORER-RYAN ACQUIRE DETROIT TV SITE; CONSTRUCTION AT ONCE

Television station WTVO, the TV outlet of Detroit Broadcasting Company, a subsidiary of The Fort Industry Company of which George B. Storer is President, has acquired a site for its transmitter and construction is to start immediately.

The television transmitter will be located at the corner of Lyndon and Cloverdale Avenues, in northwest Detroit, on a lot 100 feet wide and 472 feet deep. The tower will be approximately 500 feet tall and will hold both the TV and FM antennae of Detroit Broadcasting Company. Adjacent to the base of the tower will be the transmitter building, which also will accommodate work-shops and a garage for the TV mobile unit, as well as cars belonging to station personnel.

Contact between the TV transmitter and the downtown studios of WTVO will be by coaxial cable or relay link, depending upon which can be obtained with the greater speed to enable WTVO to get into operation.

No definite date has been established for the start of WTVO operation, but work on setting up the tower and completing the studios is being started and will be pushed with all possible speed.

The Fort Industry Company recently announced the acquisition of the two top floors of Detroit's Masonic Temple Building for studios of television station WTVO, as well as WJBK and WJBK-FM.

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RMA REPORTS TV SETS PASS 300,000 MARK; FM RADIOS GAIN

A total of 118,027 television receivers were manufactured by RMA member-companies during the first quarter of 1948, the Radio Manufacturers' Association reported Monday (3). This output is almost three times the production rate of the corresponding quarter of last year and 66 percent of the total TV set output during 1947.

Radio set production remained at a high level, and FM-AM sets for the first quarter totalled 437,829 or two and a half times the number manufactured in the first quarter of 1947.

All set production, including television, aggregated 4,352,296 during the first quarter as compared with 4,321,406 in the corresponding period of 1947. Fewer AM radios, especially table models, were reported for the 1948 quarter, however.

The first 1948 quarter production of TV sets brought the total output of RMA companies since the war to more than 300,000 and FM-AM receivers to 1,794,418.

The report on March set production, covering a five-week period ending April 2, showed production of 52,137 TV receivers, 161,185 FM-AM sets, and a total of 1,633,435 radio and television sets.

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SEN. TAYLOR NOTES "DISCRIMINATION" EVEN IN BIRMINGHAM RADIO

Senator Glen Taylor (D), of Idaho, former radio cowboy, Wallace's vice-presidential running mate, had this to say in connection with his encounter with the Birmingham police when he tried to go into a meeting place via the "Negro" entrance:

"In Birmingham, I turned on the radio for a few moments. The first commercial I heard was with reference to a beauty parlor. It mentioned the beauty parlor and then said 'where discriminating people go.' The word 'discriminating' hit me. I noticed it. I thought, that is likely to be in almost any advertisement. People are discriminating all over America. They can be discriminating in many different ways.

"The next commercial was with reference to a barbor shop, and it was also for discriminating people. The next one was for a restaurant, and, lo, and behold, it was for discriminating people. Practically every commercial contained the word 'discriminating'."

No movie of the year is more exciting than Senator Taylor's account to his fellow Senators in Washington than of his rough-handling by the Birmingham cops, where at one time he declares he actually feared for his life. This may be found in the Congressional Record of May 3, Page 5313.

It is claimed the whole thing was a publicity stunt framed up by Taylor which backfired resulting not only in a fine and suspended jail sentence but also served to further inflame the people against President Truman's Civil Rights bill.

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TAXI COMPANY CITED FOR ILLEGAL RADIO OPERATION

The Federal Communications Commission has communicated to the Attorney General the results of an investigation of alleged unlicensed radio operation by the Victory Taxi Cab Co. in Shawnee, Okla., which appear to warrant reference to the United States District Attorney for the District of Oklahoma for prosecution under Section 501 of the Communications Act.

The inquiry grew out of complaint by the Yellow Cab Co. of Shawnee that two unlicensed radio transmitters in cabs operated by the Victory Taxi Co. interfered with authorized mobile radio service by the former. Commission engineers reported finding an unlicensed transmitter being operated at the Victory Cab Co.'s offices for dispatching purposes.

Section 301 of the Communications Act expressly forbids unlicensed radio transmission. Section 501 provides penalty of a fine of not more than \$10,000 or imprisonment for a term of not more than two years, or both.

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## RCA NET UP 23% WITH TELEVISION IN MAJOR ROLE

Net profit, after taxes, of the Radio Corporation of America for the first quarter of 1948 was \$5,764,498, representing an increase of \$1,084,433, or 23 per cent, over the same period in 1947, Brig. Gen. David Sarnoff, President and Chairman of the Board of the Radio Corporation of America, announced yesterday (May 4) at the 29th annual meeting of stockholders.

Earnings per common share for the first quarter of this year amount to 36 cents, as compared with 28 cents per common share for the first quarter in 1947.

General Sarnoff's report covered all phases of RCA activities in radio - research, engineering, manufacturing, broadcasting and world-wide communications.

"At the end of 1947, RCA had a backlog of unfilled orders amounting to approximately \$100,000,000", he announced. "At that time, consolidated inventories totalled \$61,500,000 of which \$16,400,000 represented raw materials, \$18,400,000 consisted of work in process, and \$26,700,000 represented finished goods."

Despite expanded manufacturing facilities of the RCA Victor Division, orders for home instruments still exceed production, he said, declaring that the major increase had been in the sale of television sets which, in turn, increased demands for electron tubes, prompting expansion of the RCA Tube Plant in Lancaster, Pa.

The radio industry, in all its phases, is one of the most highly competitive businesses in the United States, he pointed out, recalling that newspapers, magazines, and broadcasting stations throughout the land carry the advertisements of the competing radio products and services. These, he declared, provide abundant proof of the keen competition which exists in this industry.

"Outstanding advances in television have amply justified the optimism expressed at our meeting last year and on other occasions", asserted General Sarnoff. "Television began in 1947 to fulfill its promise of becoming a new and dynamic postwar industry. It is gaining impetus daily. The Federal Communications Commission has authorized 93 television stations. In addition, 226 applications for construction permits are pending before the Commission.

"More than 300,000 television receivers are in use and this number increases daily. By the end of this year, it is estimated that 800,000 television sets will be in the homes of the public. RCA leadership in television, research, engineering, manufacturing and broadcasting has played an important part in bringing this new service into so many American homes."

Reporting on the activities of the National Broadcasting Company, he said that NBC marked its twenty-first year in 1947 with the largest volume of business in any year since its formation.

He also said that by the end of this year a number of NBC network affiliates will have television stations on the air.

General Sarnoff stated that FM broadcasting is winning wider public acceptance, and recalled that RCA has been active in the technical development of FM since 1924. It was pointed out that RCA tube and circuit developments have simplified the technical design of FM transmitters and receivers and have lowered manufacturing costs.

"Today, as FM broadcasting spreads across the country at the rate of approximately 50 new stations a month", said General Sarnoff, "RCA is one of the chief suppliers of equipment. We have delivered 167 FM transmitters, and have orders for 138 more. Ten models of RCA Victor home radio instruments provide FM reception. Each of our television receivers is designed to receive by FM the sound portion of the television program."

Scientific research and pioneering at RCA Laboratories continue on an ever-increasing scale, he said, adding:

"Our scientists and research men will continue seeking new knowledge, not only in radio and electronics, but in allied fields. We have commenced work in atomic physics because it is related to electronics.

"Nuclear energy, as a source of power, may become an important factor in communications. It is no idle dream to envisage that radio sets of the future may take their power from tiny capsules of atomic energy or even from small particles of such material. Should this miniature power supply become possible, smaller and more compact radio and television sets may be built."

New records of speed and accuracy in the handling of overseas radio messages were achieved during the past year by RCA Communications, Inc., a service of RCA, General Sarnoff reported, noting that new equipment and mechanized operations have greatly advanced the art of world-wide communications.

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AMATEUR MOBILE OPERATION PROPOSED BELOW 25 MC

At the request of the American Radio Relay League and a number of individual amateur radio operators, the Federal Communications Commission proposed to amend Part 12 of its rules governing amateurs to permit amateur mobile operation on all available amateur bands, as is the case of amateur portable operation, and to clarify the requirements and limitations covering both types of operation. The present rules permit amateur mobile operation only on frequencies above 25 megacycles.

The Commission also made final its proposal of March 24, 1948, to change Part 12 of the Rules Governing the Amateur Radio Service so as to make the frequency band 220-225 megacycles available immediately to amateurs except in those areas where its use would cause interference to British or Canadian radar distance indicator systems, and in these excepted areas make the band 235-240 megacycles available to amateurs on a temporary basis.

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1ST CERTIFICATE OF TYPE APPROVAL ISSUED BY FCC FOR EQUIPMENT

The Federal Communications Commission last Friday announced the grant of the first certificate of type approval issued under the provisions of Part 18 of its Rules Governing Miscellaneous Equipment. This certificate was issued to the Radalite Corporation of New York City for an interchangeable neon sign which is activated by radio frequency energy.

Part 18 of the Commission's rules become effective as of April 30 insofar as it applies to miscellaneous equipment. "Miscellaneous equipment" is defined as apparatus using radio frequency energy for heating, ionization of gases or other purposes in which the action of the energy emitted is directed upon the workload and which does not involve the use of associated radio receiving equipment. Part 18 of the rules and regulations insofar as it pertains to medical diathermy and industrial heating equipment became operative June 30, 1947.

Manufacturers may submit equipment of this type to the Commission for tests to determine whether it conforms to the rules. Two of the major requirements involve the reduction of harmonic and spurious emissions to specified limits and operation within assigned frequency bands. Manufacturers of equipment meeting these requirements are issued "Certificates of Type Approval" for identical apparatus. Each piece of equipment so approved must have associated with it a dated certificate or nameplate setting forth the FCC type approval number and other data required by the rules.

The Commission points out that many devices which use radio frequency energy are capable of causing serious interference, not only to standard broadcast and television radio receivers, but to the operation of radio services which involve the safety of life and property.

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PROFESSOR ASSAILS ATTITUDE OF PRESS, RADIO TOWARD WAR

Prof. Curtis MacDougall of Northwestern University last Saturday, May 1, accused the majority of American newspapers and radio commentators of convincing most Americans that war is the only solution of today's national problems, according to an A.P. dispatch.

Professor MacDougall, of the Medill School of Journalism at Northwestern, told an audience at the University of Colorado's 17th annual newspaper week that the press as a whole is not helping the Nation find a peaceful way out of the present tense international situation.

"Eddy Gilmore, of the Associated Press, wrote from Moscow a fortnight ago that there is no comparable war fever there at all, but his dispatch was printed on inside pages if it was used at all", Professor MacDougall said. "If Gilmore's objective report had been the opposite, it would have been streamer headline news in every paper subscribing to the Associated Press report."

Professor MacDougall said the most frightening aspect of the situation is that some people want to combat communism by imitating some of its worst features at home.

"I mean, of course, the really frightening attacks that have been made on our civil liberties.

"I hold that the American press is falling down on its job lamentably by not combating these anti-democratic trends at home; that, as a matter of fact, a large section of the press is aiding and abetting the hysteria."

"He said he left it was the duty of journalism professors to point out to students "the press' dangerous deficiencies in this respect."

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#### FARNSWORTH ANNOUNCES PLANS TO MARKET NEW CAPEHART LINE

Plans for the marketing of the complete line of Capehart phonograph-radios and television receivers through a nation-wide distributing organization were announced Monday (3) by President E. A. Nicholas of the Farnsworth Television & Radio Corporation at the company's annual distributor convention now being held in Fort Wayne, Indiana.

Mr. Nicholas revealed that distributors are being appointed to handle the Capehart line in most areas of the nation and that additional distributors would be selected in areas not now served by the company's present distributors.

He pointed out that the Capehart price range is being broadened to provide instruments for prospective purchasers in every income group.

Mr. Nicholas said that distributors will have the opportunity of handling a Capehart-Farnsworth line of radios, phonograph-radios and television receivers broad enough in price range and sales appeal to answer the needs of any franchised dealer, regardless of size or location.

The complete line of new Capehart and Farnsworth television receivers, phonograph-radios and radios, comprised of 32 different models, was unveiled at the convention on Tuesday, May 4.

Highlighting the presentation of the company's 1948-1949 line was the introduction of five new television receivers and a broad range of Capehart phonograph-radios priced from \$295 to \$1,595. List prices of Farnsworth phonograph-radios start at \$99.95, with table model radios beginning at \$24.95.

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## INSTITUTE FOR EDUCATION BY RADIO AWARDS

The Columbia Broadcasting System won six of 14 first awards for production of radio network shows made last Saturday, May 1, by the Eighteenth Institute for Education by Radio. Three firsts went to the Canadian Broadcasting Corporation, and one each to the National Broadcasting Company and to three organizations. Mutual received two first place awards.

First Awards: Religious Programs - "The Eternal Light", National Broadcasting Company; "The Greatest Story Ever Told", American Broadcasting Company; "Family Theater", Mutual Broadcasting System, Inc.

Agricultural Programs - "The Garden Gate", Columbia Broadcasting System; "National Farm and Home Hour", National Broadcasting Company.

Cultural, General - "CBS Is There", Columbia Broadcasting System.

Public Affairs - "Doorway to Life", Columbia Broadcasting System; "CBS Documentary Unit Series", Columbia Broadcasting System.

Children's Program - "Magic Adventures", Canadian Broadcasting Corporation; "Melody Theater", Mutual Broadcasting System.

One-time Broadcasts - "The Friend and Peter Stuyvesant", Columbia Broadcasting System; "Son of Man", Columbia Broadcasting System; "Murder in the Cathedral", Canadian Broadcasting Corporation.

Two Public Affairs Programs - "Howard K. Smith from London", Columbia Broadcasting System; "The United Nations Today" by the United National Network for Peace received special citations.

Special Award to WBBM, CBS-Chicago, was for its "Report Uncensored" series.

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## WMAL SETS UP ORGANIZATIONAL PLAN

A revised, in some cases continuing, operational set-up for the three broadcasting and television activities of the Evening Star Broadcasting Company of Washington, D. C. was announced last Friday by Kenneth H. Berkeley, Vice-President and General Manager of the capital city firm. Effective April 27, Fred Shawn joined WMAL, WMAL-TV and WMAL-FM as Manager of Television and Broadcast Operations. Mr. Shawn thereby resumed an association with Mr. Berkeley which began some 15 years ago when Mr. Berkeley was in charge of the Washington offices of NBC.

Mr. Shawn, in his capacity as Manager of Television and Broadcast Operations heads the following departments of the AM, FM and TV activities: Announcing, Engineering, Music, News, Production, Promotion; Publicity, Special Features, Traffic and Women's Activities. Mr. Harry Hoskinson will act as Assistant to Mr. Shawn in Television.

Frank Harvey assumes the position of Chief Engineer of the Company and will be in charge of AM, FM and Television Technical Operations; Mr. Earl Hilburn becomes Assistant Chief Engineer.

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::: SCISSORS AND PASTE :::  
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Lee De Forest's Social Splurge  
(Mary Van Rensselaer Thayer, "The Washington Post")

One of the world's greatest living inventors, Lee De Forest, and his pretty auburn-haired wife, are in town this week, enjoying one of their rare social splurges. He's the genius who invented the audion-vacuum tube, the life of electronics, which made radios and television possible, put sound in movies - made Marconi's voiceless wireless speak. Sure of being an inventor since he was an 11-year old kid, Dr. De Forest's first invention was a farm gate which opened automatically. Today over 300 of his patents are in constant use.

Though he's actually 75, he looks a casual 55, works 12 to 14 hours every day - much of it standing in his laboratory. He also heads a school for 6000 scientifically inclined former GIs out in Chicago. He is president of a television company and an assortment of other business ventures.

He invented the audion-vacuum tube back in 1906 and his most important contemporary project is working to make color possible in television.

Unlike Edison and other big brains who needed little sleep, Dr. DeForest gets seven hours a night - but never lies down or naps daytimes.

Hiking and mountain climbing are his hobbies. He has climbed Mount Whitney, our highest peak, five times, the last ascent to celebrate his seventieth birthday.

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Presidential Candidates Advised to Eliminate Fireworks on TV  
( "Look" Magazine)

The big political shows in Philadelphia this June and July will be televised. When the Republican and Democratic National Conventions gather to nominate their presidential candidates, more than three million people who can't be there will be watching. They'll continue to eye the actors in this drama until the polls close in November.

This is the first campaign in which television has come into its own. Experts agree that it is likely to revolutionize politics.

John Royal, Vice-President of NBC, has suggested some pointers to speakers, for television success. He says: "1 - Make the speech as short as possible; 2 - Eliminate the fireworks; 3 - Have the facts and figures; 4 - Be sincere; 5 - Remember that your audience will average five people to a set, so be intimate; mob psychology is out; 6 - Speak in a natural voice - no Fourth of July oratory. 7 - If alone in front of a camera, be conversational."

When you watch your candidate speak, judge how well he obeys the rules above.

President Truman has been televised more than any other candidate, but is still self-conscious. He looks dapper, but he is not animated.

Dewey is the most polished performer, though he tends to overgesticulate. His moustache, which cuts line of face, makes a good contrast.

Television often makes Republic Speaker Joe Martin look as if he needs a shave. He's "politician" type speaker, but with New England flavor.

Though balding, Stassen appears boyish and friendly. He looks better in a full-faced view than in profile. His enthusiasm gets across to audience.

Technicians say that Senator Taft's frankness and sincerity help to compensate for his rather cold appearance and his colorless voice.

Gray hair, black eyebrows make Vandenberg interesting. He is the most statesmanlike delivery: impressive, poised and not flamboyant.

Henry Wallace has a rumpled appearance, but is a very intense and direct speaker. Viewers say, "He seems to be talking right to you."

Warren, like MacArthur, has never been televised. But in newsreels, he looks good because of a full head of hair, open face and easy manner.

Each convention will use 300 technicians, \$1,500,000 worth of gear.

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Broadcasts To Italy  
("The Washington Post")

Paradoxically, shortwave Voice of America broadcasts appear to have been of minor importance in the Italian elections. A good many reasons can be given for this. Foremost among them is the fact that Italy is a free country where the people do have access to information. There is not the same impulse to listen to foreign sources for the news as there is under the censored regimes behind the iron curtain. Moreover, as one correspondent pointed out, if the Italians were prone to listen to outside broadcasts, they probably would by custom tune in British programs, since it was the BBC that filled this gap in the days of Mussolini.

The State Department, to be sure, has not placed all its eggs in one basket. Until appropriations cuts limited the practice, it made a policy of purchasing time on local broadcasting stations, and it plans to revive and expand this technique when more funds are forthcoming. What the reports from Italy indicate is the need for flexibility of approach, for a constant evaluation of the success of the foreign information program and a substitution of new techniques when old ones seem ineffectual. The important thing is that the American point of view be made known as widely and in as many ways as possible, especially in critical areas such as the Near and Middle East, which up to now have been largely neglected for want of adequate funds. We hope the Senate will evidence its appreciation of this need by passage of the augmented foreign information appropriations which the House has already voted.

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:::: TRADE NOTES ::::  
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Fred E. Ahlert, since 1933 a Director of the American Society of Composers, Authors and Publishers (ASCAP) was elected its President for the year beginning May 1st. Mr. Ahlert thus becomes the fourth president of the 34 year old American performing right society. Mr. Ahlert succeeds Deems Taylor who has served continuously as president since 1941 and who was not a candidate for re-election.

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A new 35 mm sound motion picture projector which will enable television broadcasters to expand their programming facilities by using standard 35mm films, has been announced by the Television Equipment Section of the RCA Engineering Products Department.

The new RCA film projector (Type TP-35A), which projects 35mm pictures directly on to the pickup tube of a television film camera for conversion to video signals, is based on the famous Brenkert professional theatre motion picture projector, and incorporates all the outstanding features of this equipment.

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Decca Records, Inc. - March quarter: Net profit, \$388,399, or 50 cents a share, against \$687,118, or 88 cents a share last year.

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Everett "Hal" Hough, young radio executive of the Midwest, has been signed as the new Program Director of WJBK and WJBK-FM, Detroit, according to an announcement released last week. Mr. Hough comes directly from KOME, Tulsa, Oklahoma, where he has held the position of program director and assistant manager. His radio background includes more than 10 years' experience in all phases of broadcasting.

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Philco Corporation is acquiring the minority interest in Philco International Corporation, which has heretofore handled sales of Philco products outside the United States, it was announced Monday by John Ballantyne, President of Philco Corporation. In effecting this transaction, Philco will issue a net total of 7,120 shares of its authorized and unissued Common Stock.

Philco is now represented by 150 foreign distributors and approximately 7500 dealers in 100 different countries, and the Corporation's products are being sold and serviced in every country open to American manufacturers.

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Director of Research for WTOP since February, 1947, Fay Day has been appointed Assistant Manager of Research in Radio Sales, Columbia Broadcasting System, New York. The promotion is effective May 10, according to Carl J. Burkland, General Sales Manager of Radio Sales.

"During Mr. Day's stay at WTOP he set up one of the most unusual reference systems in existence in the radio industry", Maurice Mitchell, General Manager of WTOP said. "His advice and counsel have been of inestimable value in the many programs and sales decisions we have had to make. I think he deserves no small amount of credit for our splendid position audience-wise in the community."



March sales of radio receiving tubes by member companies of the Radio Manufacturers' Association totalled 18,208,842, an increase of more than one million above the 17,097,461 units sold in February, the RMA reported this week. Tube sales in March of this year, however, fell below the 19,048,950 tubes sold in March 1947.

Sales of RMA member-manufacturers in the first quarter of 1948 totalled 51,311,230 tubes compared with 57,548,414 in the same 1947 quarter.

Of the total tubes sold in March, 12,966,473 were for new sets; 3,573,712 were for replacements; 1,604,173 for export; and 64,484 were sold to government agencies.

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Fire badly damaged a radar installation adjoining the Queens College campus in Flushing last week. The system was nearly ready for use as a supplement to existing facilities at LaGuardia Field. No accurate estimate of the monetary loss involved was available. One report that it would aggregate \$1,000,000 was called "probably far-fetched" by a Civil Aeronautics Administration official.

Virtually everything except two antennae towers about 70 ft. high was wrecked. The towers were to have relayed radar images to another installation at LaGuardia Field.

-----

Frank Stanton, President of the Columbia Broadcasting System last Friday received from Col. Raymond F. Crist, Director of the Third Marine Corps Reserve District, a scroll in recognition of the network's assistance in the Citizen Marine Corps 1947-48 Enrollment Program. The presentation ceremony took place in Mr. Stanton's Office at CBS headquarters in New York.

Citation on the scroll reads:

"United States Marine Corps, in grateful recognition of outstanding cooperation and public service by the Columbia Broadcasting System, presents this citation for assistance and guidance in aiding the Marine Corps to build a strong reserve force for the preservation and defense of a free America, in its Citizen Marine Corps Enrollment Program."

-----

To meet demand for large screen television receivers in the metropolitan area, Andrea Radio Corporation is expanding production four to five times present volume, it was announced last Saturday (1). A complete new floor of 52,000 square feet will be added to the already expanded plant in Long Island City, devoted exclusively to the manufacture of "Big Picture" television sets.

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A Micarta material, newly developed for use in radio cabinets and featuring extreme durability and quality appearance, was announced today (Wednesday) by Harold W. Schaefer, Director of Research and Engineering for the Westinghouse Home Radio Division. First utilized in a new model, the Micarta Duo, use of the new cabinet material will bring a 10 per cent saving to the public, Mr. Schaefer said.

"Cabinet Micarta duplicates the deep grain of highly polished mahogany, but it will not splinter, warp, or crack, and its resistance to abrasion, chipping, or denting is more than twice that of standard cabinet woods", Mr. Schaefer said in his announcement.

He pointed out that although Micarta is more expensive per square foot than mahogany, special properties of the new material allow for easier shaping and forming in the manufacture of cabinets so that an overall cost is realized.

~~CRD + 400 ATT~~



# HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heinel, Editor

Founded in 1924

NATIONAL BROADCASTING CO. Inc.  
LEGAL DEPARTMENT  
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MAY 14 1948

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No. 1824

*Handwritten signatures and initials at the bottom left of the page.*

May 12, 1948

## FCC COMMISSIONER COY TO BE CHIEF SPEAKER AT NAB CONVENTION

Now that the railroad strike is temporarily halted, it looks like there should be a fine turnout at the 26th Annual Convention of the National Association of Broadcasters, which gets under way next Monday, May 17th. A large program has been planned and one of the outstanding features will be the Engineering Conference to be held May 19-22.

The Management Conference portion of the Convention will begin with registration on Sunday, May 16, and occupy Monday and Tuesday, May 17 and 18.

The Monday morning session on employee-employer relations will start the ball rolling, and Richard P. Doherty, NAB Director of employee-employer relations will speak on the subject "Controlling Labor Costs".

The discussion of labor problems will be one of the leading features of the Convention, which this year for the first time is divided into two conferences, for top-level management and for engineers.

Also the first morning will carry the employee-employer relations panel, "Unscrambling the Labor Jigsaw Puzzle".

Names of participants in Tuesday afternoon's panel discussion - "Broadcasting - Horizons Unlimited" are as follows:

Frank N. Stanton, President, CBS; Lewis Allen Weiss, Chairman of Board, MBS; Mark Woods, President, ABC; Noran E. Kersta, Director, Television Operations, NBC; Roger Clipp, General Manager, WFIL, Philadelphia; Everett Dillard, President, FMA; Frederic R. Gamble, President, American Association of Advertising Agencies; Clair McCollough, President, WGAL, Lancaster; Charles G. Mortimer, Chairman of the Board, The Advertising Council. Probably also H. J. Hoffman, representative of the Radio Manufacturers' Association and President of the Hoffman Radio Co., Los Angeles, if he can attend.

"Horizons Unlimited" will feature a look into the future of all types of radio, AM, FM, television and facsimile, by the ten men, each of whom has long experience in one or more of the four fields of broadcasting.

Resolutions to be voted on at the convention by the NAB membership will be processed by a committee of five under the chairmanship of W. J. Scripps, Station WWJ, Detroit, Mich.; Members are: Rex G. Howell, Station KFXJ, Grand Junction, Colo.; Leslie Johnson, Station WHBF, Rock Island, Ill.; Arthur Westlund, Station KRE, Berkeley, Cal.; and James Woodruff, Jr., Station WRBL, Columbus, O.

Charles G. Mortimer, Vice President of General Foods Corp. and Chairman of the Board of the Advertising Council, will speak at the Monday (17) luncheon.

The speaker at Tuesday's (18) luncheon is to be Wayne Coy, Chairman of the Federal Communications Commission.

A newly revised and restyled draft of the Standards of Practice for American Broadcasters, is to be ready for discussion by NAB members on Monday afternoon (17). The document which had its origin in the 1946 NAB Convention at Chicago, has undergone intensive revision for more than a year. The major alteration in the Standards is the section now headed "The Broadcasters' Creed", which sets forth the purposes of radio broadcasting, for which the main body of the Standards is to serve as a guide. Power to put the Standards into effect has already been delegated to the Board of Directors by the membership.

Members of the FCC attending the convention in addition to Chairman Coy will be Commissioners George E. Sterling and Rosel H. Hyde and possibly Robert F. Jones. Staff members will include Benedict P. Cottone, General Counsel; John A. Willoughby, Acting Chief Engineer; Cyril M. Braum and James E. Barr, heads of the Engineering Department's FM and AM sections respectively, and Hart Cowperthwait, Acting head of the TV Section.

The last four named members of the FCC staff were appointed by Commissioner Coy to take part in the FCC-Industry Roundtable scheduled for Friday afternoon (21) during the Engineering Conference portion of the convention. Royal V. Howard, Director of the NAB Engineering Department will preside at the discussion.

Taking part in the discussion with the FCC engineers will be five radio industry engineers: Neal McNaughten, Assistant Director of NAB's Engineering Department; Orrin W. Towner, Technical Director, WHAS, Louisville, Ky.; J. R. Poppele, Vice-President, WOR-MBS; Frank L. Marx, Vice-President in Charge of Engineering, ABC; and Paul A. de Mars, Consultant, Raymond M. Wilmotte, Inc., Washington. All are members of the NAB Engineering Executive Committee and are specialists in many branches of broadcast engineering.

NAB Engineering Director Howard said that the FCC engineers named were chosen as experts, in anticipation of difficult questions to be directed at the panel. Topics are expected to include radio operator licenses, the North American Regional Broadcasting Agreement, the use of 540 kilocycles, television channels, and many operating subjects.

Actual television broadcasts and an open house at its new \$3,000,000 multi-colored studios will be the highlight of the West Coast Mutual participation in the NAB convention when an inspection trip of the Mutual-Don Lee Broadcasting System studios takes place on Friday evening, May 21. This is being arranged for by Lewis Allen Weiss, Chairman of Mutual and Vice-President and General Manager of Don Lee.

One of the highlights of the social side of the Convention will be a Fiesta at the beautiful home of A. Atwater Kent at Bel Air.

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TOBEY'S RCA-FCC PROBE GETS UNDER WAY

Today's the day (May 12) for the hearings of the Senate Interstate and Foreign Commerce Committee to commence. Acting Chairman Senator Charles W. Tobey (R), of New Hampshire, will start to delve into the policies of the Radio Corporation of America and the Federal Communications Commission, for it was at his instigation that the hearings are being held.

At this writing, C. B. Jolliffe, RCA Executive Vice-President in charge of RCA Laboratories, is expected to be the main witness and will undoubtedly be able to give all the answers to the questions that Senator Tobey will fire at him, particularly with regard to patent ownership and FM policy.

It is also expected at this time that RCA will disclose the names of those to whom TV sets have been loaned which Senator Tobey charged at the hearings on the Johnson Bill earlier in May, were in the hands of several FCC Commissioners and staff members.

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STANDARDIZED TIME URGED AT HOUSE HEARING

Earl Gammons, Vice-President in Charge of Washington Operations for the Columbia Broadcasting System, last Friday again testified in hearings before the House Interstate Commerce subcommittee considering H.R. 2740 by Rep. Joseph O'Hara (R), of Minnesota, and H.R. 2414 by Rep. Emory H. Price, Jr., (D), of Florida, both providing standard time for business in interstate commerce.

He said that a practice of individual communities shifting from standard to daylight time while others remain on standard time has disrupted the broadcasting industry and has inconvenienced the listening public. "To make matters worse", he continued, "it has been necessary to reverse the entire procedure in the Fall of each year when the communities which observe daylight saving revert to standard time."

Mr. Gammons estimated that almost \$200,000 will be spent by CBS this Summer for an additional telephone service and to record and play back all programs to stations located in standard time zones.

"We believe that the only solution to the problem of broadcasters, advertisers, and listeners is the uniform observance of the same time system throughout the entire nation", he said.

Gene Juster, appearing for NBC and Washington Vice President and Frank M. Russell agreed that mandatory uniform time is needed.

NAB Executive Vice President A. D. Willard, Jr. again asked Congress to "establish uniform time within the four time zones of the United States." NAB "considers the need for uniformity to be of such overriding importance to the broadcasting industry", he said, that it will lend its 'unqualified support' to H.R. 2740, a bill which provides for uniform standard time.

Recently Mr. Willard told the Senate Commerce Committee of the confusion caused in the broadcasting industry by time changes twice yearly, and asked for uniformity.

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SARNOFF REVEALS MILITARY USES FOR TELEVISION AT AFCA MEETING

Warning that a nation which is complacent, ignoring the swift advances of science, courts disaster and possibly oblivion, Brig. Gen. David Sarnoff, President and Chairman of the Board of the Radio Corporation of America, declared Monday (10) that any war of the future will be fought with new weapons and without a waiting period for mobilization.

"Recently, it was reported that the United States can build guided missiles capable of reaching any spot on earth", he said. "To think that we alone are capable of its development is to blind ourselves to reality."

General Sarnoff spoke before the second annual meeting of the Armed Forces Communications Association, of which he is President. He read a message from President Truman, who, in wishing the Association success, stated: "This Association's program for maintaining close relations between the Armed Forces and the communications, electronics and photographic industries is an important contribution to the industrial preparedness which must buttress the future security of our country."

Stressing the importance of adapting new developments to military uses "before - instead of after - war comes", General Sarnoff went on to say that "Television is a case in point. We all know that this new science, which combines radio, electronics and photography - fields in which our Association is primarily interested - has almost unlimited possibilities in its application to military as well as to industrial and entertainment activities. No doubt television can be a substantial aid to victory in any future war. The day may come when through television, the Commander-in-Chief in Washington will be able to watch distant military activities and maneuvers, even overseas.

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DEWEY-STASSEN DEBATE WOULD BE BIGGEST RADIO, TV PRIZE

If Governor Thomas E. Dewey, of New York, and former Governor Harled E. Stassen, former of Minnesota, contending Republican presidential candidates agree to a debate over communism, in Oregon, it will be one of the biggest plums yet to fall into the lap of radio and television. As a national political event, it will almost be in a class with the famous Lincoln-Douglass slavery debate in Peoria, Ill., in 1854, which made Lincoln famous.

If the Dewey Stassen bout takes place, it will have to be within the next two weeks as the Oregon primaries are timed for May 21.

There have been previous conflicting reports but according to the latest advices, Governor Dewey has accepted the debate invitation in a wire replying to Dr. Peter H. Odegard, President of Reed College of Portland..

The New Yorker set the issue - "Shall the Communist Party be outlawed?" He suggested a Nationwide broadcast. It is an issue on which he and his Minnesota rival are at bitter odds.

In his town-to-town campaigning, Mr. Dewey has hammered at Stassen's original proposal to outlaw communism. Governor Dewey has demanded that it be kept in the open and under control.

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FRANK MULLEN, NBC, REPORTED NEW HEAD OF GOODWILL STATIONS

Frank E. Mullen was reported by an Associated Press dispatch on Tuesday (May 11) to be planning to resign as Executive Vice-President of the National Broadcasting Co. to become President of Goodwill Stations, Inc. The AP announcement went on to say:

"Sources close to both organizations said a deal had been practically completed for Mr. Mullen, originator of the "Farm and Home Hour" to succeed G. A. Richards as head of Goodwill Stations, which operates WJR in Detroit, WGAR in Cleveland and KMPC in Los Angeles. It was understood Richards might retire from active administration of the stations - all of 50,000 watts power.

"The resignation of Mr. Mullen, who heads NBC's ambitious television operations, is expected to become effective July 1."

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FCC DENIES PETITION OF FOUNDATION CO. FOR WQQW LICENSE

The Federal Communications Commission on Tuesday (May 11) adopted a Memorandum Opinion and Order denying petition of the Foundation Co. of Washington, D.C. requesting that the issues contained in the Commission's order of April 4, 1947, designating for hearing petitioner's application, be enlarged to include issues to determine the qualifications of licensee of Station WQQW, Washington, to continue the operation of that station, and that the Commission institute proceedings for the revocation of the WQQW license, and that the hearing on the revocation be consolidated with the hearing on petitioner's application.

The Foundation Company avers that the licensee of WQQW, its officers, directors and stockholders are not technically, legally, financially and otherwise sufficiently qualified to continue the operation of WQQW and to perform the services proposed in the original application; that the station's management has established its inability to maintain the policies proposed in its original application; that the allegations contained in Foundation's petition for reconsideration of the original WQQW grant were and are sound in that the experience gained from the station's operation conclusively has proved the inadequacy of the technical, legal and financial ability of the licensee to operate WQQW in the public interest and it has now become necessary for the licensee to attempt to reorganize or sell its assets.

The Commission's Opinion concludes with the following:

"In view of the foregoing, we conclude that petitioner has alleged no basis for the institution of revocation proceedings against WQQW or for the inclusion of issues in a proceeding upon petitioner's application looking to a comparative consideration of petitioner's proposed operations and the existing operations of WQQW with a view to termination of the latter's license. When there are conflicting applications which are timely filed, the procedure of comparative consideration is proper. However, inasmuch as petitioner's application was not filed until after Metropolitan's application was granted and Metropolitan had acquired the rights of a grantee, petitioner is not at this time entitled to comparative consideration.

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A.T. & T. ENCOURAGES YOUNG BLOOD

In line with A. T. & T.'s policy of giving young men a chance (Leroy Wilson, new A. T. & T. President is 47, A. T. & T.'s youngest president), Kenneth P. Wood, General Information Manager of the Illinois Bell Company, 40 years old, was appointed Assistant Vice-President of the American Telephone and Telegraph Company in Charge of Long Lines public relations activities.

The new Assistant Vice-President comes to the Long Lines, which carries the network programs, with eighteen years of experience in the Illinois Bell Company. A native of Chicago, he was graduated with an A.B. degree in English from Wabash College in 1930.

Mr. Wood joined the Illinois Bell Traffic group in Chicago as a Student Assistant shortly after he left college. Later, he became an Assistant District Traffic Superintendent and in April, 1937, he was made Traffic Supervisor in the General Employment Supervisor's office and later in the General Traffic Supervisor's section.

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FCC UNDER PROBE BY HOUSE UN-AMERICAN ACTIVITIES GROUP

Representative F. Edward Hebert (D), of Louisiana, charged last week that the Federal Communications Commission granted five broadcasting licenses to an applicant who is "saturated and drenched" in Communist writings, associations and affiliations", and as a result the House Un-American Activities Committee is to investigate the Federal Communications Commission to determine whether the FCC is "part of a Red network". The Committee plans to take no public action on Representative Hebert's request until after an anti-Communist bill it is sponsoring clears the House.

The applicant to whom Representative Hebert referred was Edward Lamb, of Toledo, Ohio, union attorney and President of Record Publishing Company, which publishes the Erie (Pa.) Dispatch, and companies controlled by him, who received construction permits in March for FM stations in Erie, Pa., Mansfield and Springfield, Ohio, and for television outlets in Erie and Columbus, Ohio. Mr. Hebert claimed that these applications were granted to Mr. Lamb in a period of two weeks by the FCC, "which keeps untainted, red-blooded Americans cooling their heels outside their corridors, waiting for decisions and issuances of permits which are never reached."

Files of the House Un-American Activities Committee, Representative Hebert said, show Mr. Lamb "has one of the most expansive records of association with the Communist Party in America." He also wrote a book on "The Planned Economy in Soviet Russia", Representative Hebert said. He said that testimony to this effect was given FCC "so we cannot say they did not know anything about it."

FCC Chairman Wayne Coy stated last Friday that an investigation had been made, even calling in the FBI in an attempt to check information or source of information "that Lamb was a Communist", but found no information to support the charge.

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Advance Release  
For May 13, 1948

EDUCATORS URGED TO SPEED PLANS FOR SCHOOL FM RADIO STATIONS

Hundreds of additional FM radio broadcasting stations should be established by educators within the next few years to make full use of the 20 channels reserved for educational broadcasting, according to Wayne Coy, Chairman of the Federal Communications Commission, writing in "M for Education", a bulletin just released by the Federal Security Agency. Mr. Coy states that the reserved channels, if left unused, might have to be assigned to commercial broadcasters.

Quoting from Mr. Coy's article, "FFC Views FM Educational Broadcasting":

"To judge the value of this section of the ethereal public domain which the Commission has allocated for education, I suggest a look at the spirited competition which has arisen for assignments in the 80 channels allocated for commercial broadcasting. Although only relatively few FM receivers are in the hands of the public, 400 commercial FM stations are now in operation, 600 are under construction, and 120 applications are pending. This activity is building potential audiences for the FM educational broadcaster. I look for from 2,000 to 3,000 FM stations on the air within the next few years. Eventually the Commission expects FM to supplant AM in all but the sparsely settled rural areas."

In a foreword to the Office of Education publication, John W. Studebaker, Commissioner of Education in the Federal Security Agency says:

"This second and revised edition of 'FM for Education' presents encouraging evidence of the rapid growth in the utilization of this valuable educational tool since the end of the war. The availability of transmitter equipment and FM receiving sets is no longer a bottleneck. Dozens of colleges, universities, and school systems situated in various parts of the United States have made applications for FM frequencies. As of April 1948 some 100 school systems and colleges were on their way to FM station ownership and operation... It is my confident belief that radio as a tool of education is entering upon a new era in the United States."

The publication invites the attention of teachers of electronics, educational FM station planners, and of State and local school administrators to the facts that FM radio equipment is comparatively inexpensive to install and maintain and that FM offers superior reception and transmission for educational programs. It furnishes suggestions for planning, licensing and utilizing FM educational radio stations owned by schools, colleges, and universities. Experiences of leading educational systems with FM stations are highlighted.

"FM" for Education" (revised) was prepared by Franklin Dunham, Chief of Educational Uses of Radio Section, Office of Education, with the assistance of Ronald R. Lowdermilk and Gertrude G. Broderick. Copies are on sale for 20 cents by the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

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THREE NEW CBS VICE-PRESIDENTS; OTHER PERSONNEL APPOINTED

Five promotions in the executive personnel of the Columbia Broadcasting were announced last week by Frank Stanton, President. The promotions are directly related to the rapidly expanding television operations of CBS and the integration of television with other broadcasting activities. The changes follow:

Lawrence W. Lowman - Vice President in Charge of Television becomes a Vice President and General Executive.

J. L. Van Volkenburg - Director of Station Administration, becomes Vice President and Director of Television Operations.

J. Kelly Smith - Director of Station Relations, becomes Vice President in Charge of Station Administration.

In addition to general supervision of television coordination, the following will report to Mr. Lowman in his new capacity: the Personnel Relations, Reference and Short Wave Departments.

Mr. Van Volkenburg's responsibilities will embrace all television operations, programming and sales.

Mr. Smith will have supervision over all Columbia-owned stations, Radio Sales, Cooperative Program Sales and CBS Housewives Protective League Programs.

(Note to Editors: Radio Sales is a corporate title. Please note use of caps.)

William A. Schudt, Jr., Eastern Division Manager of Station Relations for CBS was appointed Director of Station Relations, succeeding J. Kelly Smith who was promoted to Vice President in charge of Station Administration.

Edward E. Hall has been appointed Eastern Division Manager, succeeding Mr. Schudt.

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FCC PROPOSES REVISED TV ALLOCATIONS; SETS HEARING FOR JUNE 14

As a result of hearing and oral argument, the Federal Communications Commission made effective, as of June 14, 1948, its proposed rule making of August 14, 1947, which will

1. Abolish sharing of television channels by certain non-broadcast services because of interference problems.
2. Delete television channel No. 1 (44-50 megacycles) and assign it to Non-Government Fixed and Mobile Services which have been sharing television channels.
3. Allocate the band 72-76 megacycles, now a source of television interference, to the fixed services on condition that no interference will be caused to television.

In consequence, the Commission proposes to revise the table of allocations of the 12 remaining television channels to service areas throughout the nation. At the same time, it has ordered an en banc hearing, beginning September 20, 1948, in the matter of utilizing frequencies in the 475-890 megacycle band for monochrome or color television broadcasting, or both.

Under present allocations, there are 13 television channels below 216 megacycles. All except No. 6 (82-88 Mc.) are shared by various other services. Evidence introduced at the hearing by both the Commission and private parties showed beyond any doubt that the joint use of television channels was not feasible. As a result, the sharing of all television channels is to be abandoned.

In order to fill the needs of Non-Government Fixed and Mobile Services which have been sharing television channels, it is necessary to make television channel No. 1 (44-50 Mc.) available for their operation, and to restrict the use of the 72-76 megacycle band (between television channels 4 and 5) to fixed services on an engineering basis which will not be a source of interference to television. Only one of the presently 96 licensed or otherwise authorized television stations is assigned to channel 1, and of the 229 applicants only two seek that channel.

Twenty-four FM stations currently operating in the "low band" would be affected by the FCC's decision to assign that area - 44-50 mc., formerly TV Channel 1 - to the non-government, fixed and mobile services, and the Commission said these stations' "continued temporary operation . . . may be authorized until Dec. 31, 1948, or until a sub-allocation of this band to the fixed and mobile services has been made final and effective by the Commission, whichever date is earlier."

The stations affected by the FCC decision are as follows (all of the commercial and some of the non-commercial stations already are operating in the high band as well as in low):

FM Inventor Edwin H. Armstrong's W2XMN, Alpine, N.J.; WTIC-FM and WDRC-FM, Hartford, Conn.; WGNB and WEFM, Chicago; WOWO-FM, Ft. Wayne, Ind.; WABW, Indianapolis; WMNE, Portland, Me.; WBZ-FM, Boston; WBZA-FM, Springfield and WGTR, Worcester, Mass.; WWJ-FM, Detroit, Mich.; WNBF-FM, Binghamton, N.Y.; WQXR-FM and WABF, New York; WHEM, Rochester, N.Y.; WBCA, Schenectady, N.Y.; WELD, Columbus, Ohio; WFIL-FM, Philadelphia, and KDKA-FM, Pittsburgh. Non-commercial FM stations: KALW, San Francisco, Cal.; WBEZ, Chicago, Ill.; WBKY, Lexington, Ky.; and WBOE, Cleveland, Ohio.

It is understood that complaints are already reaching Capitol Hill with regard to "kicking" FM out of this 44-50 Mc. band as of December 31, because it is felt that it will impede FM network relaying since manufacturers say tubes and equipment for high-band relays won't be available for a year.

Meanwhile, the Commission proposes to revise its table of allocations of the 12 television channels below 216 megacycles. A hearing in this matter will be held before the Commission en banc beginning June 14.

As far as network programming of FM stations is concerned, the FCC believes that, in general, common carrier facilities will be used for this purpose. It is proposing a modification of its rule to permit intercity relaying of FM programs on frequencies allocated for FM studio-link-transmitter purposes (940-952 megacycles). At the same time, it points out that there is nothing in its rules to prevent FM stations in the 88-108 Mc. band from rebroadcasting the programs of other FM stations, as is presently being done.

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DON LEE TV STATION GETS COMMERCIAL LICENSES: MBS BOARD TO MEET

Lewis Allen Weiss, Board Chairman of the Mutual Broadcasting System and Executive Vice-President of Don Lee, has announced that Don Lee's Hollywood-Los Angeles television station, KTSL on Channel 2, has extended its operational schedule to a permanent weekly programming basis, marking a major development in progress of television on the Pacific Coast. This also marks the second Mutual affiliate in one month to operate a video station on a permanent schedule, WGN-TV having started its regular operations in Chicago in April.

Plans for extended program operations will be effected immediately and the station identification will be switched from the W6XAO call letters to KTSL, the latter taken from the initials of the station owner, Thomas S. Lee, President of the pioneer Don Lee organization. W6XAO went on the air December 23, 1931, and is said to be the oldest station in the U.S. still operating on a regular program schedule.

The transmitter, now located atop 1700 foot Mt. Lee, will be moved to Lee Park, formerly Deer Park on Mt. Wilson, along with the ~~FM~~-FM transmitter which also is located on Mt. Lee. Looking forward to this future expansion, the Don Lee organization purchased 120 acre Deer Park on Mt. Wilson several years ago. Elevation of this site is 5800 feet.

However, the new half million dollar production studios on Mt. Lee will be used for many originations, together with the facilities now being completed in the new three million dollar Don Lee television radio studios to be finished this Summer at 1313 North Vine Street.

"Receipt of the new license after so many years' effort is a source of great satisfaction to our entire organization", Mr. Weiss said, "and it will serve as a stimulus to even greater effort now in the fields of studio and remote production."

There are approximately 14,000 teleceivers in the KTSL looking area. It will continue to operate on Channel 2, at 55.25 megacycles for video and 59.75 for audio.

Mr. Weiss' announcement was made two weeks prior to the annual MBS Board of Directors' meeting, to be held in the new \$3,000,000 Hollywood studios on May 19.

An outline of the Mutual network's activities will be given to the approximately 500 MBS affiliated station owners who will be in Los Angeles attending the annual affiliates meeting on Wednesday evening, May 19, as well as the annual convention of the National Association of Broadcasters, May 16-21.

Mutual executives who will attend the NAB sessions include: Edgar Kobak; Robert D. Swezey, Vice-President and General Manager; E.P.H. James, Vice-President in charge of Advertising, Promotion and Research; Robert A. Schmid, Vice-President in Charge of Station Relations; E. M. Johnson, Director of Engineering; James Mahoney and Robert Carpenter, station relations field representatives and others.

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LONG LINES STRIKE TRUCE SAVES RADIO NETWORKS

The 23,000 American Telephone & Telegraph Co. Long Lines telephone workers decided last Saturday not to strike immediately. This was a break for the radio networks for the A. T. & T. long distance telephone lines connect the broadcasting stations which carry the network programs.

The A. T. & T. agreed Tuesday (11) to take part in negotiations in Washington today on work~~s~~ contract despite the fact that they had originally opposed shifting negotiations session to Washington. The Union, through its president, had said that the Union would attend the Washington conference whether or not the A. T. & T. appeared or not.

The contract for the long distance workers expired last Saturday. The workers are asking a 30-cent hourly wage boost. The Mediation Service said the union had assured the Government there will be no strike "pending the outcome of the Washington negotiations."

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NEGROES PROTEST TRUMAN-PETRILLO CONSTITUTION HALL DEBUT

The National Association for the Advancement of Colored People, of New York City, last week-end asked James C. Petrillo, President of the American Federation of Musicians, AFL, not to stage the Federation's second annual free music appreciation program in Constitution Hall because of the past policies of the Daughters of the American Revolution, owner of the hall, in barring its use by Negro artists.

Last week Mr. Petrillo visited President Truman at the White House to invite him and his family to a free concert sponsored by the union May 25th at Constitution Hall in Washington. Mr. Truman accepted on behalf of his wife and his daughter Margaret.

Petrillo said the Musicians' Union has set aside \$1,736,721 for free music appreciation programs throughout the United States. The May 25 concert in Washington will be the first the National Symphony Orchestra will play.

Last year, Mr. Petrillo said, the musicians gave \$1,444,700 for 10,495 performances at veterans' hospitals, civic gatherings and other community projects. He said the money came out of the royalty fund on phonograph records which has since been outlawed by the Taft-Hartley law.

The Negro association urged Mr. Petrillo "not to sponsor concerts in any hall where Negro artists and union members may not appear."

The Association recalled that use of the hall was denied to Marian Anderson, contralto, in 1939, and to Hazel Scott, pianist, wife of Representative Adam Clayton Powell, Jr. in 1945. Later the D.A.R. allowed the Tuskegee Institute choir to sing in the hall, but without pay. The D.A.R. thus avoided setting a precedent, the hall management said.

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CIO ASKS FCC FORBID "CENSORING" BY RADIO

In connection with a hearing last Friday with regard to the Federal Communications Commission's decision in the "Port Huron" case in which WHLS was denied a renewal of its license, the Congress of Industrial Organizations asked the FCC on Monday (10) to confirm its tentative decision in the "Port Huron case". This decision was to the effect that a radio station licensee may not - State libel laws to the contrary notwithstanding - "censor" the content of a political broadcast, by amendment or elimination or by denial of its facilities for discussions in which the arguments of the candidates are punctuated with personal references, either defamatory or libelous or both.

The CIO, and its Political Action Committee, in a statement issued Monday, declared:

"We feel that the principles set forth in the Port Huron case not only pave the way for greater freedom of political discussion in radio but also represent an important step toward giving workers' organizations more equitable access to the country's broadcasting facilities.

"Official representatives of the CIO, and in particular candidates for political office within its ranks are willing to accept the responsibility for allegedly libelous statements which may result in court action."

Radio station operators in several States, however, have opposed the Commission's action and many legal arguments challenging the FCC decision have been presented, among them a statement from CBS Executive Vice President Joseph H. Ream who contended that the Port Huron principles would "go much farther than is necessary or desirable in order to avoid discrimination among candidates - in fact, so far that political discussion on the air may be drastically curtailed."

Also a brief was presented by Don Petty, General Counsel of the National Association of Broadcasters, who pointed out that "requiring radio stations to permit political candidates to broadcast libelous statements is not necessary as a means of insuring that all qualified candidates have equal access to radio station facilities."

Texas State stood pat in its intention to hold radio stations responsible for libelous remarks contained in political broadcasts despite FCC's Port Huron decision.

Charles V. Wayland, attorney for KIDO, Boise, said KIDO and four other Idaho stations are being sued for \$100,000 each as a result of transcribed political speech of Senator Glen Taylor (D), of Idaho, who threatened to report stations to FCC if they didn't carry it. He asked for clarification of Act.

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The Cuban Government seized the Communist radio station last week for reasons of public security. The government said the station had been broadcasting messages in code, "the nature of which it is not convenient to divulge for reasons of security."

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SOME FCC TIME-SHARING PROBLEMS AND HEADACHES RESOLVED

The Federal Communications Commission announced Monday (10) a Decision and Order of Modification of License and Order to Show Cause, which, among other things, resolves time-sharing problems of certain New Jersey-Pennsylvania standard broadcast stations. It involves the following actions:

Severed and granted the application of Valley Broadcasting Corp. for a new station at Allentown, Pa., to operate on 790 kc., with 500 watts day, 1 KW night.

Separated from the proceedings and consolidated the applications of Camden Broadcasting Co., Camden, N.J., Ranulf Compton, d/b as Radio WKDN, Camden, N.J., and Independence B/cg Co. (WHAT) Philadelphia, for a new station to operate on 800 kc., 1 KW, daytime; granted the Compton application and denied the other two.

Granted renewals of license to WOAX, Inc.(WTNJ), Trenton, and Radio Industries Broadcast Co. (WCAP), Asbury Park, and conditionally denied license renewal of The City of Camden (WCAM), Camden, N.J., giving latter 60 days in which to show that it has exclusive control of its station and is financially and technically able to make equipment changes and operate full time.

Denied applications for modification of licenses to WOAX, Inc. (WTNJ), Camden, Radio Industries Broadcast Co. (WCAP), Asbury Park, and The City of Camden (WCAM), Camden.

Proposed to modify the temporary license of The City of Camden, (WCAM), Camden, N.J., to change from 1310 kc., 500 watts, S-WCAP and WTNJ, to 1310 kc, 250 watts, unlimited time.

Modified license of Radio Industries Broadcast Co. (WCAP), Asbury Park, N.J., to change from 1310 kc., 500 watts, S-WCAM and WTNJ, to 1310 kc., 250 watts, unlimited time.

Modified license of WOAX, Inc. (WTNJ), Trenton, to change from 1310 kc., 500 watts, S-WCAM and WCAP, to 1300 kc., 250 watts, daytime.

Modified license of Foulkrod Radio Engineering Co.(WTEL), Philadelphia, to change from 1340 kc, 250 w, S-WHAT, to 860 kc, 250 watts, daytime, effective upon determination of the proceedings on the Order to Show Cause why WHAT's license should not be modified.

Ordered Independence B/cg Co. (WHAT), Philadelphia, to Show Cause why its license should not be modified from 1340 kc, 100 watts, S-WTEL to 1340 kc., 250 watts, unlimited time, and permitted WTEL to intervene and show why its license should not be modified to 1340 kc, 250 watts, in lieu of WHAT.

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ROBERTS, K.C. STAR PUBLISHER, WON'T SUPPORT SEN. CAPPER

Roy A. Roberts, publisher of the powerful Kansas City Star, openly opposed the re-election of the venerable Senator Arthur Capper (R), of Kansas. Addressing University of Kansas students, Mr. Roberts said:

"I have tried to be kind to Arthur Capper. I love him. But I don't want to have a man 80 or 90 years old representing us in writing the treaty that will affect you students and my grandson."

Senator Capper, who long has been a thorn in the side of the broadcasters with his perpetual bill to prohibit press and radio liquor advertising, opposed for renomination by former Gov. Andrew Schoepfel, is ranking majority member of the Senate Foreign Relations Committee. He recently announced his candidacy.

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Waldrop Speaks His Piece On Free Radio  
 (George E. Sokolsky, "Washington Times Herald")

Freedom is fast disappearing in most places. It could disappear here. The other day I was reading the testimony of my friend, Frank Waldrop, of the Washington Times-Herald.

Frank is what might be called a zealous barger-inner. He likes to fight for freedom and therefore he went down to lay the FCC low, because the FCC has a way of seeking to limit freedom on the air by holding that those who own radio stations must not use them to express an editorial opinion.

It is all right for a movie actor to interrupt a comedy to read an editorial which his gag-writer prepared on what is right and wrong. It is all right for a so-called commentator to be-labor the public with irresponsible editorial opinion that no newspaper in this country would publish.

It is all right for an atheist or a Communist or a Republican, Democrat, or Catholic, Protestant or Jew to use radio time to express private opinions for public consumption.

But not the owner of the station. By becoming a licensee of the FCC, he has lost his inalienable right to express his mind.

I suppose that it would be correct for him to go to somebody-else's station to speak his piece, but not on his own.

Frank Waldrop went down to the FCC and landed this haymaker:

"In the order aforementioned you (FCC) say that 'a truly free radio cannot be used to advocate the causes of the licensee', and offer in justification the instruction of Congress that you regulate broadcasting 'in public interest, necessity or convenience.' How does it serve the public interest, necessity or convenience to forbid the broadcaster the right to be an advocate?"

The trouble with Frank is that he is too logical. The next question he might ask is why Wayne Coy and his colleagues on the FCC give wave lengths to the wrong kinds of people and take them away from sound people.

That might raise a lot of arguments, but I only want to cite this as an example of how vigilant it is necessary for the American people to be if they do not want to lose their freedom.

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Suggests Coy May Be Drafted For Campaign  
 (Jerry Klutz in "Washington Post")

The Administration is looking for several top-drawer people to sparkplug the President's campaign for reelection through the Democratic National Committee - several who are politically wise and alert like Wayne Coy, the Chairman of the Federal Communications Commission. In fact, it wouldn't be too much of a surprise if the Administration tried to tap Coy for a high political post.

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TRADE NOTES

Commissioner Paul A. Walker of the Federal Communications Commission is expected to leave about May 24th for Stockholm, where he will head the U. S. observers at the Consultative Committee on International Telephone which convenes there from June 7 to 22. He expects to return to this country about July 7.

Marion Claire, Director of WGNB, WGN's frequency modulation outlet, was elected to the Board of Directors of the FM Association at a recent meeting in Washington. In addition to serving on the Board, she was unanimously elected Chairman of the FMA's 1948 convention to be held in Chicago in September.

Appointment of F. D. Meadows as Merchandise Manager of the Broadcast Audio Group of the RCA Engineering Products Department has just been announced by the department. He replaces R. A. Elliot, who has transferred to the RCA International Division for a South American assignment. In his new position, Mr. Meadows will supervise the merchandising of RCA's complete line of broadcast audio equipment.

In response to requests from manufacturers and users of electron tubes, the National Bureau of Standards has established standards and equipment for testing and certifying small fixed standards of capacitance ranging in value from 100 down to 0.001 micro-microfarads. This work, under the direction of Dr. Charles Moon, has involved the development of a series of primary reference standards and the construction of several fixed secondary standards and variable capacitors.

The Arlington County (Va. across the river from Washington, D.C.) Tuesday night denied an application to build a 400-foot television tower in the county's Country Club Row area.

The application for a use permit to construct the tower and a television transmitter building was made by the A. B. DuMont Laboratories, Inc., to transmit television programs for Station WTTG.

Although they denied the use permit, County Board members urged the DuMont company to locate in Arlington County if some other more satisfactory area could be found.

Harry M. Plotkin, Assistant General Counsel of the Federal Communications Commission, has been designated to temporarily head the Law Department Broadcast Division. He will serve until September 1, by which time it is expected that a permanent appointment will be made to fill the position.

Max Goldman, Assistant Division Chief of the Litigation and Administration Division, will serve as Acting Assistant General Counsel of that Division until Mr. Plotkin resumes his regular post.

Appointment of J. C. Farley as General Manager of the Radio Division of Sylvania Electric Products, Inc., Emporium, Pa. was announced over the week-end by H. Ward Zimmer, Vice President in charge of company operations. Mr. Farley has been associated with Sylvania Electric and its predecessors since 1922 and in 1946 he was appointed Controller of the Radio Division.

The Washington Television Circulation Committee representing the three operating television stations in Washington has announced that there are 10,800 television sets installed and operating in the Washington area as of May 1. The announced figure, based on data compiled by the Electric Institute of Washington and stations WMAL-TV, WNBW and WTTG, represents the largest local increase in sets installed in any one month.

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Radio Station WINX announced Tuesday (11) that it now has in regular operation two 250-watt booster transmitters, in addition to its main 250-watt transmitter.

A spokesman said that this marks the first time that any standard radio broadcast station has operated simultaneously more than one booster on a single frequency.

The transmitter and both boosters are connected by microwave link, which helps to reduce interference in the station's new coverage area.

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A concerted effort to rally the forces of industry and broadcasting behind its move to obtain a census of radio receiver ownership in the 1950 Decennial Census was undertaken Tuesday (May 11) by the FM Association.

Following published reports that the Bureau of the Census was planning to exclude a count of radio set ownership in the next general census, the FM Association Board of Directors voted unanimously, at a meeting in Washington last week, to formally request such a count of the Census Bureau.

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A serious slump in the sale of radio receiving sets on the home market, blamed on purchase tax increases, has produced a crisis in the industry, a London AP points out. The tax has increased from 33-1/3 per cent to 66-2/3 percent in the 1st two Government budgets. The Radio Industry Council, representing the manufacturers, has appealed to Sir Stafford Cripps, Chancellor of the Exchequer, to reconsider the budget purchase tax proposals as they affect the industry.

As a result of the slump in sales, more than 10,000 of the 55,000 radio equipment factory workers have been dismissed or given notice. The council is pressing for a reduction in the purchase tax back to 22-1/3 per cent and for the abolition of the tax on television receivers, valves and tubes.

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Public relations and advertising via television has been included in the forum topics to be discussed at the First International Public Relations Institute to be held at the American University in Washington, D. C., from May 24 through May 27.

Public relations experts from Great Britain, the Netherlands and other nations will attend the conference to exchange public relations ideas, covering all media. The forum on television is headed by Dr. Albert F. Murray, Washington consulting engineer.

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# HEINL NEWS SERVICE

Radio — Television — FM — Communications

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Washington 8, D. C.

Robert D. Heinel, Editor

Founded in 1924

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May 19, 1948

FCC O.K. OF CBS-WASHINGTON POST CAPITAL DEAL HELD CERTAIN

With Wayne Coy, formerly connected with the Washington Post, and now Chairman of the Federal Communications Commission, the chances are believed good for FCC approval for permission to build and operate a television station on Channel No. 12, thus expanding and further developing radio and television services in Washington.

The FCC will be asked for approval to transfer the WTOP license and the construction permit for WTOP-FM to a new corporation, to be owned 55 percent by the Post, and 45 percent by the Columbia Broadcasting System. This corporation will operate WTOP, the CBS 50,000 watt AM station in Washington, WTOP-FM, and a television station, providing the FCC will grant authority for construction and operation of a television station on Channel No. 12.

Applications are being prepared for prompt submission to the FCC. All plans are contingent upon FCC approval.

On completion of the transaction the Columbia Broadcasting System will continue to operate a Washington news staff and Washington office for the service of the network.

Commenting on the announcement, Frank Stanton, President of CBS, said, "The entry of the Washington Post into large-scale radio operations in the nation's capital constitutes an outstanding contribution to the sound expansion of radio broadcasting. The management of the Post is universally recognized for outstanding position of leadership in the newspaper field, and with its prior experience in radio will bring exceptional talents in all important developmental years immediately ahead.

Phillip L. Graham, President and Publisher of the Washington Post, said, "We are pleased to become associated with the Columbia Broadcasting System in providing an expanded broadcast service in Washington. With Columbia's long and enviable record in radio, and extensive experience in television, we look forward to rapid development of an outstanding public service in these fields."

It is contemplated that, upon completion of the transaction, The Washington Post will dispose of its presently owned radio stations, WINX and WINX-FM in Washington. It was only last week (as carried in our May 12 issue) that WINX announced it was now using three 250-watt transmitters to more adequately cover the metropolitan D.C. area. This attracted wide interest as it is the first operation of its kind in the country and more or less establishes it as a network. WINX moved its main transmitter from downtown Washington to Arlington, Va., across the Potomac, and established its other boosters at its downtown site and at Rock Creek Park in the Chevy Chase-Bethesda-Silver Springs area of Maryland. WINX claims its nighttime coverage has been increased about 200% via the booster system.

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BREWER ADDS ANOTHER FM TO GROWING MASS. RADIO, NEWS DOMAIN

There were big doings on Cape Cod when Basil Brewer, dynamic New England broadcaster and publisher (who apparently not many know really hails from President Truman's native State) added another FM station to his streamlined little group of Massachusetts radio stations and newspapers. This time it was WCOB-FM (94.3 meg.) at West Yarmouth.

In addition to this, Mr. Brewer, now has WOCB, standard wave station at West Yarmouth, WNBH, at New Bedford, and WNBH-FM, plus two live newspapers - the New Bedford Times and the Cape Cod Standard Times.

In the dedication of WCOB-FM dignitaries of State, County and towns brought greetings and congratulations at a program in the West Yarmouth studio.

Acclaimed as further proof of the booming assets of the Cape and Islands, the station broadcast the program on both its AM and FM facilities.

A studio audience heard Governor Robert F. Bradford describe the event as "a symbol of the leadership and ingenuity which long ago placed Massachusetts in the forefront of industrious and prosperous States."

A switch activating the FM transmitter was thrown at 2:30 P.M. by State Senator Edward C. Stone of Oyster Harbors, who hailed the inauguration of FM as a proof of the owner's faith in the future.

Saluting the new station, Governor Bradford said:

"The inaugural of Radio Station WOCB-FM, serving Cape Cod, Nantucket and Martha's Vineyard with the most advanced method of radio broadcasting, is an occasion in which I am very proud to participate.

"I see in this new enterprise a symbol of the leadership and ingenuity which long ago placed Massachusetts in the forefront of industrious and prosperous States and has kept her there since . . . Unlike some of the younger members of this nation, Massachusetts' wealth is not in its unexplored acres of its untapped physical resources, but in our ability to 'make the best with what we have', a philosophy which, as World War II demonstrated, is certain to win over all obstacles.

"Our greatness lies in the skills and character of our people, the excellence of the Commonwealth as a place in which to live and develop, and the overall skill with which we employ these incomparable assets.

"WOCB-FM represents a development particularly appropriate to this combination. The Cape and Islands are famed for the tried and proven character of their residents and for the beauties that nature bequeathed their sea-bordered shores. The forebears of your people carried to the world the rugged honesty and self-reliance and physical fortitude. Blended with these has been the growing artistic and

literary free expression of their descendants and of thousands of Summer visitors.

"I commend Basil Brewer, owner of WOCB-FM for the foresight and leadership which have made this occasion possible. Southeastern Massachusetts has taken another stride along the path of progress, and I extend my best wishes to WOCB-FM for a long and useful existence."

David J. Shurtleff is the new Manager of Station WOCB-FM.

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STASSEN-DEWEY DEBATE IS CONTRAST TO THAT OF LINCOLN-DOUGLAS

Whereas it took weeks and months for the now famous Lincoln-Douglas debate to filter through the country, that of Governor Thomas E. Dewey and ex-Governor Harold E. Stassen was brought instantly to probably millions of people in their nation-wide radio hour-long debate on communism last Monday night (17) via the radio.

According to whose side you were on, might have swayed your opinion as to who won the debate but in the opinion of most people, it seemed to come out pretty nearly a draw. The actual decision as to who brought forth the best points of the issue under consideration, namely, "Shal the Communist Party in the United States Be Outlawed?" won't be handed down until Friday, when 300,000 or so Republicans are eligible to cast primary ballots in Oregon.

Both Republican candidates for President made good impressions over the air and appeared very much at ease and natural.

Mr. Stassen contended last night (May 18) in a speech to an audience in Roseburg, Oregon, that the "combination of opposition has directed its full force on this Oregon primary. An unprecedented amount of newspaper advertising, billboards, radio time, paid campaign workers, and contacts, have put on a tremendous opposing campaign."

The Communist party's request Tuesday (18) for free radio time in which to reply to views brought up in the debate Monday night between Governor Dewey and Harold Stassen, received a prompt consent from the Mutual Broadcasting System.

The same request to the American Broadcasting Company, another network that carried the debate, "probably" will be acted upon today (19), a spokesman said. The National Broadcasting Company, which also put the debate on the air, said it had received no request for time.

Mutual offered the half-hour tonight (19) from 10 to 10:30 when "Opinionaire" is carried. Since the program presents issues through debates, the party's speakers would meet opposing views, and while the time was accepted by the Communist party, at this time the speakers who would present the "pros" and "cons" on the subject of the Mundt-Nixon bill.

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STATE DEPT. PRESS GREEK INQUIRY RE CBS CORRESPONDENT MURDER

George Polk, whose trussed-up body was found floating in the bay off Salonika, Greece, last Sunday, had formerly been employed as a correspondent by The New York Herald Tribune and covered the White House and State Department, which latter department is seeking to find an explanation from Greece for his brutal murder. Mr. Polk was a correspondent for the Columbia Broadcasting System overseas.

Officials of the CBS said that every effort would be made to uncover the facts of Mr. Polk's death. Davidson Taylor, Vice-President of the System, ordered Winston Burdett, CBS correspondent in Rome, to fly to Salonika and make an independent investigation.

Frank Stanton, President of the radio chain, and William S. Paley, Chairman of the Board, sent messages of condolence to Mr. Polk's mother, Mrs. A. R. Polk of Kirkwood, Mo., and made arrangements to fly her to Athens, where her son is to be buried.

Constantin Rentis, Minister of Public Order, posted a reward of 25 million drachmae (about \$25,000) on Monday for information leading to the arrest of the slayers of Mr. Polk.

Authoritative sources said the police were working on the theory that Mr. Polk made contact with the Communist underground in Salonika and spent several hours in a Communist hideout before he was shot and dumped into the bay. It is understood that he received several threatening messages.

The Columbia Broadcasting System has just issued some excerpts from the last dispatch (May 4) received from George Polk, which are as follows:

"The Greek situation is neither all black nor all white. Certainly, in comparison with Soviet-dominated Balkan countries, Greece is wonderfully free. Yet, judged by United States standards, Greece is sadly lacking in some of Democracy's better features. Perhaps the best descriptive color for Greece is grey.

"It is only fair to report, that for a country fighting a civil war, Greece enjoys remarkable freedom. Yet Greece is in the grip of politicians who are amazingly unwilling to serve anybody except themselves. Black market dealings constitute one of the biggest businesses in the country.

"As an example of how the Greek government really feels about freedom of the press, there's the interesting case of a Dutch correspondent whose legation in Athens recently applied for a visa for him.

"The Greek Press Ministry granted the visa, but bluntly informed the Netherlands legation that 'one unfriendly' story from the Dutch reporter and he'd lose his visiting permit. The moral is just that Holland is not providing funds to Greece, and money talks in Greece as elsewhere.

"I don't think the Greek government would dare interfere officially with an American correspondent - at least not at present. So the Greek government looks differently to different people.

"Lacking official guts to attack us openly, the Greek officials are working behind the scenes to get certain American reporters transferred, or fired, etc. For example, I've never been reproached by the numerous Greek Press Ministry officials whom I see constantly. Yet, the Greek Press Ministry has been actively seeking to discredit me for some time.

"In my opinion, a reasonable United States attitude, in view of the practical circumstances, would be to accept the sovereign Greek government as it is, cooperate with it for mutual advantage, and not mention the gobbledegook about Greek democracy.

"The alternative to such a realistic United States attitude is to mean what we say about Greek democracy which is obtainable only by forcing major changes within Athens political circles. If such an alternative attitude is adopted, we would have as allies about six and three-quarter millions out of seven million Greeks. Certainly American policy in Greece is not fooling the Greeks. They know this East-West war, and they are in the front lines.

"Certainly, likewise, American policy in Greece is not fooling the Russians. Certainly, American policy in Greece is not fooling American reporters. That leaves only the American people to be fooled on what and why the United States is active in Greece.

"I think it is time that the nonsense of fooling Americans ceased. One thing is clear . . . where there is so much smoke, fanned by so many reporters, there's hot fire."

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#### USE OF COMMON ANTENNA TO BE PERMITTED

The Federal Communications Commission last week ordered that its rules and regulations with respect to the use of a common antenna by one or more standard broadcast stations or by one or more standard broadcast stations and a station of any other class of service, be amended to permit the simultaneous use of the same antenna or antenna structure. The new rule is effective June 21st.

Prerequisites to an authorization for simultaneous use are:

- 1) Submission of complete verified engineering data showing that satisfactory operation of each station will be obtained without adversely affecting the operation of the other station.
- 2) Compliance with Section 3.45 (a) and (b) of FCC rules with respect to the minimum antenna height or field intensity for each standard broadcast station concerned.

In what the stations believed was the first arrangement to take advantage of the change, WQQW, Washington, D. C., and WFAX, Falls Church, Va., announced plans for common use of WQQW's AM tower at Falls Church.

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Announcement of the winners of the WOR-New York Herald Tribune High School Journalism Award will take place on Friday, June 11. Winners of the journalism contest are to be guest reporters of Station WOR and the New York Herald Tribune at the Republican and Democratic Conventions in June and July.

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NAB CONVENTION GETS UNDER WAY; RADIO CODE TAKEN UP

One of the highlights at the opening session of the 26th Annual Convention of the National Association of Broadcasters, was the discussion of adoption of the "Standard of Practice" - a code for radio station operators. During the past two years there has been much discussion and controversy over this code of ethics for broadcasting which has been somewhat changed from its original form to its present one. Judge Justin Miller, President of the NAB, reiterated a warning that lack of self-regulation by the industry might lead to Government regulation and even Government broadcasting.

Restriction on the frequency of commercial announcements is one of the big issues in the code. The draft code, a product of protracted revision and compromise, calls for the avoidance in news broadcasts of sensationalism and unnecessary morbid details, inappropriate advertising sponsorship and commercials intermingled with news.

There was so little dissent at the open forum held Monday (May 17) that Ted Cott of Station WNEW, New York, offered a resolution urging the Board of Directors to adopt the code at a meeting today (Wednesday). The resolution was adopted by a voice vote.

The New York Times writes about the radio code editorially as follows:

"Acceptance of a new code of standards by the membership of the National Association of Broadcasters, meeting in convention in Los Angeles, must be viewed with mixed emotions. As a gesture toward self-regulation and self-improvement, it can be welcomed as a step far preferable to further government regulation of radio programming. But as a real effort to clean radio's house of the abuses of excessive commercialism, it will mean very little to the average listener.

"Consideration of the code started more than two years ago in the wake of widespread criticism of radio's subservience to the advertising plug. Originally, a strong code with effects noticeable to the listener was proposed, but under the pressure of diverse interests, it was steadily weakened. The version offered in Los Angeles now substantially affirms the status quo in broadcasting, and indeed, in many particulars, is less stringent than the standards followed by the more progressive individual stations and networks. An added weakness is that the NAB has made no provision for the enforcement of its own code.

"But the code's chief importance lies less in the words that the NAB has put on paper than in its intangible effects on broadcasting. Certainly the mere fact that the radio broadcasters, in drawing up a code, have had to subject themselves to self-criticism and self-analysis is a healthy and constructive move for so influential an industry. But the danger comes if the broadcasters, having finally agreed on a measure, now believe that their job is finished. The pursuit of higher standards must be a continuing function of a medium having access to the nation's ear and mind.

RMA REPORTS ON 1947 TV DISTRIBUTION

A total of 162,181 television receivers were shipped to 21 States and the District of Columbia during 1947, the Radio Manufacturers' Association revealed Monday, May 17, in the first authoritative industry report on the distribution of TV sets among TV broadcasting areas.

About half of these TV sets were shipped to the New York-Newark area, including suburban communities. New York City received 56,645 and Newark 22,158 to rank first and second on the list of cities to which RMA manufacturers shipped sets. Philadelphia came third with 18,923 receivers, and Chicago was fourth with 13,723.

Actual shipments of television sets during 1947 fell below the approximately 178,500 receivers manufactured, the RMA report pointed out, the difference being accounted for largely by TV sets held in factory inventories at the end of the year.

The RMA intends to issue quarterly reports on television set distribution during 1948. During the first quarter of this year 118,027 TV sets were manufactured by RMA member-companies, bringing the total production since the war to more than 300,000 as of April 1st. Only 6,476 TV sets were made in 1946.

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GEN. TAYLOR SAYS HIS FCC APPOINTMENT PURELY SPECULATIVE

Brig. Gen. Telford Taylor, American chief prosecutor at the Nuernberg war crimes trials, and former General Counsel of the Federal Communications Commission, who has just recently returned to this country, said in a press conference called to announce the imminent closing of the special war court, that he believes a permanent world court should be set up to handle any such cases in the future.

The former Washington attorney, in a press interview, said that conduct of the war trials at Nuernberg proved the special court was "abundantly fair" despite published criticism that the trials were "a moral fraud" which set up a precedent for "a war winner's court" to try war losers.

General Taylor will return shortly to Nuernberg for completion of the four remaining trials. He said eight cases have been finished and the last four, dealing with war-making charges, will be ended in two or three months.

He also said he will resign from the Army, probably next Fall, after his work is completed and his final report is made, and that he had no personal plans upon closing of the court other than to "return to civil life". He termed public reports he'd return to a high post in the Federal Communications Commission as "purely speculative" and that he had not been asked by the White House to become a member of the FCC.

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WFIL SILENCED BY "SABOTAGE"; UNION SUES PAPER ON RADIO STORY

Officials of the radio station WFIL, in Philadelphia, said Monday, May 17, that the main cable linking its downtown studios with a suburban transmitter was cut Sunday night in what they described as "a deliberate case of sabotage", according to an Associated Press report.

Both WFIL and Station KYW were cut off the air at 8 P.M., EST. KYW was able to resume normal operations in less than two minutes by means of a spare cable. WFIL, however, was off the air for 11 minutes and was forced to transmit musical transcriptions for an additional two hours and seven minutes before resuming scheduled broadcasts over the American Broadcasting Company system.

WFIL has been operated by supervisory employees since May 1 when 43 engineers, members of the American Communications Association (CIO), left their jobs. Station officials described the strike as a jurisdictional dispute, while union officials said it was a wage dispute.

Roger W. Clipp, General Manager of WFIL, issued this statement:

"This is obviously a deliberate case of sabotage. WFIL is offering a reward of \$2,500 for information leading to the arrest and conviction of the saboteur or saboteurs responsible for this interference with American broadcasting."

Yesterday (May 18), two officials of the American Communications Association (CIO) filed a U. S. District Court libel action asking \$100,000 damages each. Union President Joseph P. Selly and secretary Joseph Kehoe filed the suit against Triangle Publications, Inc., its divisions - the Philadelphia Inquirer and Radio Stations WFIL and WFIL-TV and WFIL General Manager Roger W. Clipp. Basis of the action is the Inquirer's story of the cable circuit break Sunday night which interrupted programs of WFIL.

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MUTUAL'S "NEWSREEL" CITED FAVORABLY BY RADIO-TELEVISION CRITICS

The "Mutual Newsreel" week-day program (9:15 to 9:30 P.M., EDT), designed specifically to report the voices of the people all over the world as they make the news, has been cited by the Radio-Television Critics Circle of New York as a "new development in news presentation". The citation was noted in the first annual report of the organization, which covered broadcasting operations by the four major networks and several key independent stations.

Recognition of the "Newsreel" technique by the Critics stems from the efforts of all Mutual personnel involved in its week-day presentations, from A. A. Schechter, MBS Director of News and Special Events who developed the show, to the MBS news men and reporters in affiliated stations throughout the country, to accent the "voices in the news" for each broadcast and to minimize narrative reports. The voices of dozens of headline making personalities - the President of the United States, King George VI of England, Prime Minister Atlee, UN officials, etc., have been heard regularly on "Newsreel".

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TRAMMELL STATEMENT RE MULLEN RESIGNATION; SMITH TO HEAD NBC TV

The National Broadcasting System last Saturday announced that Carleton Smith, former WRC Washington General Manager, has been named Director of all NBC television operations. This past February he was made Manager of the NBC television department in New York.

Mr. Smith's new post is the result of realignment of executives' duties within the network following the resignation of Frank E. Mullen, Executive Vice-President, who has accepted the presidency of the Goodwill Stations (WJR, Detroit, WGAR, Cleveland, and KMPC, Los Angeles), as reported in our issue of May 12th.

The following statements of Mr. Trammell and Mr. Mullen are of interest:

"It is with genuine regret that I announce the resignation of Frank E. Mullen, Executive Vice-President, effective July 1, 1948", Mr. Trammell stated. "Mr. Mullen became associated with NBC at the time of its organization in 1926. He joined the Radio Corporation in 1934, where he was elected Vice-President in 1939. In 1940, Mr. Mullen re-joined the National Broadcasting Co. as Vice-President and General Manager and in 1946 was named Executive Vice-President. Mr. Mullen has contributed materially to the success of the company during his association with NBC and his resignation will be received with the feeling of definite loss to his many associates and friends within and outside the company."

The text of Mr. Mullen's statement upon his resignation is as follows:

"My decision to leave the National Broadcasting Company to which I have devoted almost 22 years of my life, was, of course, a difficult one to make. Those years have been fruitful and rewarding to me and I take great pride in the National Broadcasting Company's success as the nation's outstanding medium of service to the public.

"I have enjoyed particularly my close association with General David Sarnoff and Niles Trammell and wish to express my appreciation of their constant cooperation and assistance in making my work effective.

"Since I am continuing in the field of broadcasting I am confident that our common aim to be of still greater service to the American public will bring us together on many future occasions. I am deeply conscious of the constant cooperation and loyalty of all my associates and fellow workers in the company and to them I say a special word of thanks and appreciation."

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WORLD TRADE AND COMMUNICATIONS STATEMENT BY FCC CHAIRMAN

Wayne Coy, Chairman of the Federal Communications Commission, last week issued the following statement in connection with the observance of World Trade Week, May 16 to 22:

World trade, which has always relied heavily on communications, will shortly feel the welcome stimulus of modernized international agreements and procedures in the communications field.

Fifteen international radio conferences are being held this year.

America is taking a leading part in these conferences to obtain international cooperation necessary to achieve a stepped-up tempo in our communications systems.

A brilliant beginning in this modernization program was made at Atlantic City during the Summer of 1947 when 1000 delegates representing 78 nations successfully concluded the World Telecommunications Conference. The delegates there discarded the previous illogical system of allotting frequencies among the various nations and fixed upon a plan to perform this vital service by engineering principles.

Other necessary steps to carry forward the work of the Atlantic City conference are being taken in other international conferences. In the end, aviation, high frequency broadcasting, shipping, overseas radiotelephone and radiotelegraph will be enabled to make maximum use of the powerful tool of communications. Heretofore this has been impossible. The need for this type of international cooperation has been especially urgent because of the phenomenal wartime technical developments in the communications field.

The first of these conferences to carry forward this work is now being held in Geneva and probably will last two years. This is a meeting of the Provisional Frequency Board whose job will be to draw up the first edition of the new International Frequency List for shipping, radiotelephone and radiotelegraph. A frequency assignment plan for the aeronautical mobile service will be drawn up at another conference also scheduled for Geneva.

A conference on high frequency broadcasting is scheduled for Mexico City for October. While some other nations employ those high frequencies for domestic broadcasting, the United States employs them only for international Broadcasting.

The World Aeronautical Conference and the High Frequency Conference will recommend frequency assignments to the Provisional Frequency Board. The Board will transmit these recommendations together with the plans for the fixed and shipping service recommendations to a special administrative conference at Geneva. That conference will pass on the work of the board and decide on the date the new International Frequency List is to become effective. An effort is being made to put the list into effect by September 1 of 1949.

The successful conclusion of these various conferences will be reflected in heightened efficiency in worldwide communications and the resultant impetus to world commerce.

In addition, these numerous and varied conferences, achieving this high degree of cooperation, provide a timely reminder of what can be accomplished when men of good will gather around the table and strive sincerely to settle their common problems in a spirit of helpfulness and compromise.

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WCAU-TV BEGINS REGULAR SCHEDULE MAY 23; WCAU-FM INCREASES POWER

WCAU-TV tees off its regular program schedule next Sunday (May 23) with eleven hours of continuous television fare as it celebrates the event with an "Open House" day.

Festivities get underway at 11:25 A.M. with a short introductory program and continue through 10:00 o'clock that night. WCAU-TV's day by day schedule goes into operation the following day, Monday, May 24.

The Columbia Broadcasting System will salute its new Philadelphia affiliate with a full hour program from New York, during the 9:00-10:00 period. And the day comes to a close with a special "Good Night" show at 10:00 o'clock.

WCAU-TV will operate on a 28 hour week minimum initially, with the program schedule being constantly expanded.

An all out promotional and advertising campaign is being used throughout the Philadelphia area to help launch the television operations of WCAU-TV.

The Philadelphia Bulletin, parent company of the new station, is releasing a special 24 page television supplement in Sunday's issue to commemorate the event. The issue gives a history of WCAU-TV, tells about its programs and covers the television field in general. No attempt was made to confine the supplement to WCAU-TV copy and emphasis has been placed on the over-all television picture.

WCAU-FM increased to an effective radiated power of 10 kilowatts last Saturday (May 15) when it began operating from its new tower atop the Philadelphia Saving Fund Society Building in downtown Philadelphia.

The power increase from 3 KW, plus the new 737' tower is expected to send the WCAU-FM signal over a wide area of the eastern seaboard. The FM antenna is placed on the same tower which is used for the station's new television outlet, WCAU-TV.

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TO CONSIDER AMENDMENT RE RADIO CORRESPONDENTS' MEMBERSHIP IN NPC

The Board of Governors of the National Press Club has called a special membership meeting for Friday, May 28, 1948, to consider an amendment to the NPC Constitution regarding membership classification of radio correspondents.

The amendment follows the general lines of a proposal approved by a heavy majority of members voting in previous mail referendums. The affirmative vote in these instances was, however, less than the required 51 per cent of the active membership.

Since then, in compliance with a resolution adopted at the last membership annual meeting, a special committee has made a care-

ful study of the proposal and submitted its recommendation. This, in turn, has been studied by a special committee of the Board and the full Board membership, to perfect and clarify the amendment.

The Board has unanimously agreed that Section 2 of Article III should be amended and makes the following statement of intent:

1. The amendment covers only those whose principal work in radio, television and facsimile is comparable to news reporting, news photography, and news editing, including supervisory editing up to the level of managing editors and executive editors in the newspaper field.

2. The amendment does NOT cover owners or advertising employees of radio stations, nor would it include persons who merely broadcast news which has been gathered, written, and edited by others.

3. Reporters and editors employed by news services furnishing news for radio, television, and facsimile transmission are included under this amendment.

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WJZ-TV WILL GO ON THE AIR IN AUGUST

The American Broadcasting Company last Friday completed arrangements for the location of the television transmitter of WJZ-TV, New York key outlet of the network, atop the Hotel Pierre, at Fifth Avenue and 61st Street, it was announced by Robert E. Kintner, Executive Vice President of the network. WJZ-TV will go on the air in August.

Construction of an ultra-modern television transmitter and antenna has already begun, Mr. Kintner said, and will be completed well in time for the opening of WJZ-TV in August, thus enabling ABC to transmit its television signal from one of the most strategically located points in Manhattan.

The agreement for use of the new WJZ-TV site was negotiated between Frank Marx, ABC's Vice President in Charge of Engineering, and Ira Hirschmann, President of Metropolitan Broadcasting and Television, Inc. WABF has since 1942 used the Hotel Pierre as its transmitting site and will continue to operate atop the Pierre roof as the lessor of part of its space to the American Broadcasting Company for their television transmitter operations.

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BUFFALO CHURCHGOERS SEE TELEVISED CONSECRATION OF BISHOP

A mass installation of television received in 30 Episcopal churches in Buffalo and surrounding towns enabled thousands of church members attending special services to witness the first televised consecration of a Bishop on May 13, when Station WBEN-TV televised the enthronement of Dr. L. L. Scaife as seventh Bishop of the Episcopal Diocese of Western New York. An estimated 30,000 people witnessed the consecration by television. The two hour ceremony was televised from St. Paul's Cathedral, Buffalo, and carried throughout WBEN-TV's service area, it was announced by Bickford Brothers Company, RCA Victor television receiver distributors in the Western New York area.

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Give Away Curse

(by Jack Gould, "New York Times")

Radio's determination to give things away reached a new high in absurdity last Sunday on the "Stop the Music" program. A grandmother in Providence, R.I., received \$18,500 in prizes for repeating the title of a "mystery" song which previously had been identified in newspapers from coast to coast. It was the lushest bank night on the air in a couple of weeks and the saddest commentary yet on the latest development in "programming".

In its frenzy over contests and giveaways, radio is taking the easy if precarious way out of its dilemma. Desperately in need of new excitement in programming, it has adopted the press agent's oldest stratagem of strewing coins on the street to attract a crowd.

If you cannot win a Hooper rating with a performance, you can always go out and buy it with a bushel basket of greenbacks. That radio is now doing with blithe disregard for where it is going.

Only a few years ago the \$64 question was considered something special in radio contests. Now that is barely an ante to get into the game; yesterday's jackpot for a winner is today's consolation prize for a loser. \* \* \*

In allowing its kilocycles to be used for the distribution of free pottage, radio clearly is being played for the chump. It has opened a cut-rate counter in its own basement and surrendered the appeal of the playhouse for the come-on of the general store.

By giving a free sample of his product to the network giveaway show, the manufacturer has struck a gold mine. For the mere pittance thus represented he gets repeated mentions of his wares on a coast-to-coast basis, a small fortune, as it were, in national advertising. For no effort whatsoever he enjoys a ready-made audience and, should he be of such a mind, hardly needs to buy time of his own on the air. How far this can go already is plain; the next Ralph Edwards contest, according to an announcement received last week, will be tied in with the promotional ballyhoo for a new film.

But the more disturbing implication in the giveaway is the hob that it already has raised with radio programming as such. On that score "Stop the Music" is an enlightening example. \* ! \* \*

"Stop the Music" is presented from 8 to 9 o'clock on Sunday nights over the ABC Network. Traditionally, that hour-long period has been a virtual deadspot on the air because of the presence of Edgar Bergen and Fred Allen on NBC. To compete with the two comedians has been all but a hopeless task; at least few sponsors have been willing to undertake it.

Rather than trying to beat Mr. Allen at his own game - good entertainment - "Stop the Music" decided to press cash into the hands of the audience. In the short span of a few weeks it has garnered a substantial following and four sponsors. If a Mr. Allen or a Charlie McCarthy can ride out the storm, many a lesser artist already has learned the futility of trying to compete with Santa Claus.

Yet the experienced trouper, if not radio, knows that the fancy baubles on such a Christmas tree have only a temporary glitter.



The motion picture theatre exhibitors, it will be recalled, tried bank night with ultimately disastrous results. Once they started it, the exhibitors found that each week they had to give away more and more chinaware. What kind of picture went with the bank night soon became of minor moment. It was the cup and saucer that counted and not Hollywood. For its own survival, Hollywood finally had to put a stop to the practice.

Radio soon will have to do likewise. The opportunists in the trade who are capitalizing on the give-away craze and the audience which enjoys the vicarious thrill of reaching for the rainbow will be the first to abandon broadcasting's house once the fad has died down. Left behind will be only the wreckage of many talented people and meritorious programs which could not compete with the something that was offered for nothing. For to continue the give-away, as Hollywood realized in time, can have only one end result: giving away radio.

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Supreme Court Ruling Puts Movies, Radio With Press  
("Editor & Publisher")

The Supreme Court decision abolishing movie monopolies has reopened the whole question of censorship of movies and the right of radio stations to air their own editorial opinion.

Deep in the text of its decision, the high court declared: "We have no doubt that moving pictures, like newspapers and radio, are included in the press whose freedom is guaranteed by the First Amendment."

According to movie officials, it was the first time a Supreme Court had ever declared that motion pictures came under the cloak of the First Amendment, guaranteeing freedom of speech, press, religion and right of assembly. It was also the first time, radio experts say, that the high court has made a clear statement on the editorial rights of radio stations.

Radio broadcasters have just concluded hearings before the Federal Communications Commission during which they attacked the FCC's seven-year-old "Mayflower Decision". This decision stipulates that a radio station owner has no right to editorialize his opinions on the air. The broadcasters believe the Supreme Court decision may have reversed the FCC "Mayflower" ruling.

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No Improvement  
("Washington Times Herald")

I have just had a thought. Here it is. The National Broadcasting system gave Henry Wallace Red Skelton's broadcast time on Tuesday night, May 11, 1948.

I would like to say to NBC that they just wasted their time with such a move, because they merely took off one Red to put on another.

Need more be said?

- Bob Ritchie

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:::: TRADE NOTES ::::  
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The Federal Communications Commission on Monday (May 17) announced that Joseph M. Kittner, Chief of the Litigation Section of the Law Department, has been promoted to Assistant to the General Counsel. Mr. Kittner has been a member of the Commission's legal staff since December 1941.

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Eugene S. Thomas, Sales Manager of the Bamberger Broadcasting Service, Inc., was elected President of the Sales Executive Club of New York yesterday.

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Price reductions ranging from \$20 to \$125 on one table model and four console radios were announced last week. The price cuts, ranging from 13 to 20 per cent, were made on one model in each of the division's major price brackets. Reducations were made possible by improved manufacturing methods, greater volume of production and the prospect of lower costs for basic radio materials.

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Olympic Radio & Television, Inc. - For 1947: Net loss, \$137,499, compared with 1946 net loss of \$35,776, after including \$415,000 and \$217,000 Federal tax refunds for the respective years; net sales \$4,439,380 against \$5,523,803.

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WTVO, The Fort Industry Co., Detroit, Mich., has been granted a six months' extentions of time in which to complete construction of their station by the Federal Communications Commission.

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Radio and television discussions are scheduled to take up an entire afternoon of the two-day NRDGA mid-year Sales Promotion Division Convention, June 22 and 23 in New York City.

Case histories of what retailers are doing now in radio and TV and prospects for the future are on the agenda for the radio and television session. Complete program will be announced shortly.

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Four Cincinnati hospitals have joined in a new television venture started a few weeks ago by Al Green, a local sales executive. Mr. Green's enterprise, the rental of television sets to hospital patients, was disclosed at a meeting with officials of television station WLWT this week.

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Sale of the Wright Aeronautical Corporation plant at East Paterson, N. J. to the Allen Dumont Laboratories, Inc. for \$1,700,000 was announced last week by the War Assets Administration. WAA said fair value of the plant was estimated at \$1,890,000 at the time of sale.

The agency said Dumont, a manufacturer of television equipment plans to employ about 1,000 persons at the plant.

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The Federal Communications Commission adopted a notice of proposed rule making covering contemplated changes in broad application forms and record keeping and related sections of its rules. The changes involve Forms 301, 302, 303, 313, 314, 315 321 and 701, and are based upon suggestions by the staff, industry and others concerned.

The most comprehensive display of FM, AM and television broadcasting equipment ever seen on the West Coast, including a medium-size television station complete with studio, studio control room, a new 500-watt television transmitter, and transmitter control units, is being exhibited by the RCA Engineering Products Department at the annual convention of the National Association of Broadcasters which opened Monday in Los Angeles. The television station is set up in the hotel foyer to simulate typical station operation and is equipped to handle television programs from three separate sources - studio, film and "off-the-air".

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The Federal Communications Commission adopted Memorandum opinion and order in the case of Don Lee Broadcasting System, San Francisco, Cal., (1) setting aside the Commission's Memo. Opinion and Order of March 31, 1948; (2) severed from the consolidated proceeding on application for TV station in San Francisco. presently scheduled for May 24, and (3) ordered that application for TV station, be formally consolidated with the record and proceedings in the application of Don Lee Broadcasting System for renewal of AM and FM station licenses.

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Samuel Hamilton Kaufman, who formerly was a special counsel for the Federal Communications Commission in 1937, was nominated on Monday, May 17, to be a District Judge for the Southern District of New York. His name was sent to the Senate by President Truman to fill the vacancy left by the death of Judge John Bright.

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It is understood that Stanley Hubbard President and General Manager of KSTP, St. Paul, who originally owned 25% of the stock in the station, is now the sole owner.

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Edward Lamb, station owner whose granted by the Federal Communidations Commission have been the subject of a Congressional investigation, has filed a \$500,000 libel suit against the Erie (Pa.) Times on grounds that the paper called him a Communist in its stories and headlines.

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The Federal Communications Commission has granted a modification of Mackay Radio and Telegraph Co.'s license to communicate directly and via Tangier, with the Jewish Agency For Palestine at Tel Aviv, Palestine.

RCA Communications, Inc., was granted STA for a period of 90 days for emergency communication with Tel Aviv, and designated applications for modification of license looking to such regular service for hearing at a date to be designated.

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Public participation in ownership of the American Broadcasting Co. was opened up this week for the first time with the offering of 500,000 shares of common stock at \$9.00 a share.

Money from sale of the stock and five million dollars in 4 per cent promissory notes maturing in 1960 will be used to refinance the radio network and to help pay for its television construction program.

Part of the funds raised by the sale of stock and notes will be used to pay off a four-million-dollar loan used in buying the network from the Radio Corporation of America.

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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

NATIONAL BROADCASTING CO. Inc.  
LEGAL DEPARTMENT  
RECEIVED

MAY 27 1948

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*Handwritten signature and initials*

May 26, 1948

FCC SURPRISE LADY COMMISH SEEN AS TRUMAN PLAY FOR N.Y. VOTE

President Truman's surprise nomination of Miss Frieda B. Hennock, New York City attorney, with no radio or communication experience, to be the first woman member of the Federal Communications Commission with the blessing of Boss Flynn of the Bronx and Mayor O'Dwyer of New York City, is seen in the Capital as a bold political move to build up the President's New York fences in the forthcoming campaign. Furthermore, there are those who maintain that because of Miss Hennock's having been born in Poland, reportedly of Jewish descent, that the appointment was also a further play on the part of Mr. Truman for the New York Jewish vote.

Although the appointment itself came out of a clear sky, there was no particular surprise that another politico had been appointed to the FCC who had had no experience in either radio or communication. With the exception of having been identified with court actions in the radio field in New York, Miss Hennock has never tried a case before the Communications Commission. From the start, the FCC admittedly has been an Administration political Christmas tree. The broadcasting industry has, as a rule, been ignored. In labor matters, for instance, John L. Lewis, William Green, Phillip Murray or others are always consulted or sounded out, but the broadcasting or communications industry seldom is.

If the Senate confirms the nomination, Miss Hennock will serve a term of seven years, beginning July 1st, succeeding Commissioner Clifford J. Durr, whose term expires June 30.

Miss Hennock graduated from the Brooklyn Law School and has been a lawyer in New York for more than 20 years, specializing in corporation practice. Since 1941 she has been a member of the firm of Choate, Mitchell and Ely, a long-established firm of New York corporation lawyers. Previously she had practiced independently in both criminal and civil law. She became the youngest woman lawyer in New York at the time of her admission to the bar in 1926. From 1935 to 1938 she was Assistant Counsel to the New York State Mortgage Commission.

She is regarded in New York City as a leader in the liberal wing of the Democratic party. She has been active in both the New York State and national campaigns but is not affiliated with Tammany or any other local New York organization.

It is Miss Hennock's intention to resign from the firm with which she is now associated in order to join the FCC, if appointed, for she has said that she is keenly interested in assuming the Federal post which carries a salary of \$10,000 annually. It was indicated that her present income is substantially greater than that stipend.

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TO REVISE NBC CODE TO INTEGRATE NEW NAB STANDARDS, TRAMMELL SAYS

The National Broadcasting Company code of practices will be revised to integrate the new standards adopted at the National Association of Broadcasters' convention in Hollywood last week, with the even higher standards which have governed NBC broadcasting since 1934, it was announced by Niles Trammell, President of NBC. Mr. Trammell expressed gratification with the new NAB code and predicted that the standards of practices for the industry "will continue to be improved."

Mr. Trammell's statement follows:

"I am extremely pleased that the Board of Directors of the National Association of Broadcasters has adopted a new and improved code of standards for the broadcasting industry. The National Broadcasting Company has long wanted such a new document. At their first annual convention in Atlantic City last September, NBC and its affiliated stations took the leadership in urging the adoption of even more stringent voluntary regulations than those approved by the NAB Board here (Hollywood).

"However, the action of the NAB is surely a step in the right direction and I am confident that now the industry has a practical and living document to guide it, the standards of practice will continue to be improved.

"The National Broadcasting Company is now operating under its own code of practices, which was first adopted in 1934. This NBC code will now be revised so that it will contain both the new standards which have been adopted on an industry-wide basis and the even higher standards which NBC has voluntarily adopted to govern its own operations. In this latter category is the NBC policy against broadcasting crime and mystery shows prior to 9:30 P.M., EST."

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HEARING TODAY ON REGULATIONS FOR RADIO TOWERS

A Senate District Subcommittee, headed by Senator James P. Kem (R), of Missouri, will hold hearings at 10 A.M. today (Wednesday) in the District hearing room of the Capitol on a bill to regulate the installation of radio and television towers in Washington.

The bill, passed by the House last year, is intended to protect residential areas, playgrounds, recreational facilities and schools.

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Television magazine says 301 advertisers bought sponsored programs on spot announcements on television in April. This represents an increase of 34 over March, adds the trade publication, and compares with only 36 advertisers one year ago.

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LEWIS ALLEN WEISS, OF DON LEE, RE-ELECTED CHAIRMAN OF MUTUAL

Officers and directors of the Mutual Broadcasting System were re-elected at a Board of Directors meeting held at the new Mutual-Don Lee studios at 1313 North Vine Street in Hollywood, with Lewis Allen Weiss, Vice-President and General Manager of the Don Lee Broadcasting System retained as Chairman of the Board and Edgar Kobak as President of the Mutual network.

Other officers include Theodore C. Streibert, President of WOR, as Vice-Chairman of the Board; and the following re-elected as members of the Board of Directors:

Willet H. Brown, Vice-President and Assistant General Manager of the Don Lee Broadcasting System; E. M. Antrim, Secretary-Treasurer of WGN and of the Chicago Tribune; H. K. Carpenter, Executive Vice-President of the United Broadcasting Co., WHK, Cleveland, Ohio; Chesser Campbell, WGN, General Manager, Chicago Tribune; J. R. Poppele, Chief Engineer and Vice-President of WOR; Thomas F. O'Neil, Vice-President of the Yankee Network, Boston; Benedict Gimbel, Jr., President of WIP, Philadelphia; J. E. Campeau, President of Essex Broadcasters, Inc., CKLW, Detroit; Linus Travers, Vice-President and General Manager of the Yankee network;

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APRIL SEES FURTHER RISE IN TV SET PRODUCTION

Television receiver production continued to climb during April and reached a new weekly average of more than 11,500 although the month's output fell below March because the latter covered five work weeks as against four in April, the Radio Manufacturers' Association reported on Monday (May 24).

April's production of 46,339 TV sets by RMA member-companies brought the total postwar output to 350,000 as of April 30. April's weekly TV set manufacturing rate was 28 percent higher than the weekly average for the first quarter of 1948.

Radio set production, including FM-AM receivers, indicated a seasonal decline during April totalling 1,182,473. FM-AM sets reported for the month numbered 90,635 to bring the postwar total to nearly 2,000,000.

Portables and auto sets continued to be turned out at a high level, but table models showed the sharpest seasonal drop.

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HOUSE TO START PROBE OF "VOICE OF AMERICA"

Chairman J. Edgar Chenoweth (R), of Colorado, said Monday, (May 24) his House expenditures subcommittee will ask the State Department soon to explain its "almost idiotic" Voice of America broadcasts. He said hearings may start late this week.

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TRUMAN HEARS PETRILLO TURN CONCERT INTO TAFT-HARTLEY BOO

Holding a trump card in the presence of President Truman at the free concert given in Washington last night (May 25) by the American Federation of Musicians out of the recording and transcription royalty fund of the Federation, James C. Petrillo took the occasion to pay his respects to the Taft-Hartley Act. Present were not only the President, but many members of his Cabinet, and probably the largest number of Senators and Representatives of both parties ever to attend a classical orchestral concert in the history of Constitution Hall. Usually their presence on such occasions is nil. The hall was packed and thousands of would-be attenders were turned away.

Mr. Petrillo said by way of encouraging the use of live music, helping unemployed musicians, furnishing music to veterans and other hospitals over \$1,736,000 will be spent from the royalty fund. He didn't say how this fund was raised.

Petrillo emphasized that under the Taft-Hartley Act, the royalty fund cannot be collected this year. Thus, what he called the Union's praiseworthy music appreciation program for 1948 can hardly be anticipated for 1949.

Then Mr. Petrillo, one of the few men who ever defied President Roosevelt and got away with it, turned towards President Truman's box and declared: "Despite the Taft-Hartley Act we will carry on to the end of the road wherever that may be."

As far as could be learned, WOL of the Mutual network was the only Washington station carrying the program. MBS recently announced it would carry the controversial Michigan Music Camps program despite the Petrillo ban.

Some talk was occasioned by President Truman's attending the concert as having a political angle - a play to the A. F. of M. affiliated with the A. F. of L. and to Petrillo who, along with John L. Lewis, is now recognized as one of the most powerful labor leaders of the country. A New York negro association had wanted President Truman against attending the concert because of the restriction by the D.A.R. of the use of Constitution Hall by negro performers.

The concert was furnished by the National Symphony Orchestra augmented to 110 pieces and led by Hans Kindler. The players' regular fee came from the AFM royalty fund.

Petrillo had a big publicity break in a 4-column picture of himself with the President on the front page of the Washington Post prior to the concert.

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G.E. STARTS SHIPPING ITS LOWER PRICED TV MODEL

The General Electric Company announced last week that it has begun shipping the lowest-priced television receiver yet made by the company and the first to be made at the company's new Electronics Park plant in Syracuse.

The first shipment of the new set, a table model with a list price of \$299.50 in the East, went to the company's Buffalo, N.Y. distributor. Other shipments are scheduled soon to other television areas as the new receivers come off a production line established in Syracuse a few weeks ago.

Known as Model 810, the new receiver will use a recently announced 10-inch direct-view picture tube with an aluminum-backed fluorescent screen. This backing acts as a mirror which prevents loss of light and stray reflections inside the tube and thus greatly improves brilliance and contrast of the pictures appearing on the tube's fluorescent screen.

G.E. intends to concentrate its receiver division production efforts here to meet the rapidly expanding market for television sets, it was said. Manufacturing facilities of the company's huge receiver building in Syracuse (one of nine buildings at Electronics Park and capable in itself of housing three football fields) will be devoted entirely to television set production by the end of the year.

The company expects television within the next five years to develop into a \$600,000,000 receiver sales business at retail value and to serve more than 40,000,000 people in the 140 principal U.S. markets.

Television broadcast equipment also is being made at Electronics Park for many new stations expected to be on the air this year.

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ROYAL TELEVISION AND RADIO CORPORATION FORMED

The formation of the Royal Television and Radio Corporation to produce both direct-view and projection television receivers has been announced by Irving Kane, television pioneer and President of Royal. Offices and production plant are located at 81 Willoughby Street, Brooklyn, New York.

Known throughout the television world as the producer of the first few thousand television sets in the post-war period, according to an announcement just received, Mr. Kane has as associates two television engineers. Jerome Bresson, who was senior engineer with United States Television and an electronic engineer with Naval Research Laboratories, is Vice-President. Edmond Sherman, Treasurer, has been a senior engineer with such leading firms as General Electric, Farnsworth, Hazeltine and United States Television.

The Royal plant has a capacity of 350 television sets a week. The Corporation occupies about 16,000 square feet and has a fully equipped production line with testing apparatus. The firm has its own wood-working plant.

Royal Television is set up to produce table models, consoles and consoles. Direct-view sets with cathode ray tubes as large as fifteen inches are scheduled as are projection television sets with screens ideal for home viewing. Cabinets have been designed to meet the requirements of the most discriminating for the finest in furniture.

Distribution of Royal Television sets will be made on a national basis. A coast-to-coast sales distribution system is being set up. Sample sets have aroused a wide buying interest among dealers and distributors.

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TELEPHONE RECORDER ORDER MODIFIED; TARIFFS EFFECTIVE AUG. 2

The Federal Communications Commission, on May 20, 1948, modified its order of November 26, 1947, concerning the use of recording devices in connection with telephone service, and further ordered telephone companies subject to the Communications Act to file tariff regulations governing the use of such recorders, to become effective not later than August 2, 1948.

The original order as modified, to be effective June 30, 1948, requires that the related automatic tone-warning device be furnished, installed and maintained by the company or other organizations responsible for furnishing the telephone service, and permits a greater variance in the frequency of recurrence of each signal produced by the warning device (once during every 12 to 18 seconds instead of once during every 12 to 15 seconds as had been proposed).

The November 26th order was to have become effective January 15, 1948, but this effective date was subsequently postponed to March 1, then April 1, then without date, to consider various petitions filed in the case, and to permit the holding of a public conference in April which considered certain questions presented by the petitioners.

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Management of the Philadelphia Inquirer's station WFIL have offered a \$2,500 reward for information leading to the arrest and conviction of saboteurs who on the night of May 16 cut telephone cables used to carry programs to the transmitter. The breakdown in service began with Walter Winchell's broadcast and continued for 11 minutes.

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NBC TELEVISION OPENS NEW WNBW-TV WASHINGTON STUDIO

Television program service from the largest and most modern television studio in Washington will start this week on Station WNBW. The National Broadcasting Company's Washington Director of Programs, George Y. Wheeler, announces that construction work is nearly complete at the new Wardman Park Hotel studio in the rebuilt hotel theatre. The theatre floor has been leveled, walls sound-proofed and air conditioning installed. Size of the studio will permit simultaneous rehearsal and televising of several video programs, giving the WNBW production staff the facilities needed for preparing a heavy schedule of programs to be aired on WNBW and transmitted by coaxial cable to the NBC television network stations in Baltimore, Philadelphia, New York and Schenectady.

The new studio has a 22-foot effective ceiling permitting a wide variety of lighting arrangements. Floor dimensions are approximately 85' x 50'. The soundproof fire curtain formerly used on the theatre stage may be lowered to provide a smaller studio separate from the main studio.

Included in the new facilities are offices for the WNBW business, technical, and production staff as well as dressing rooms for television performers. A studio control room and the WNBW master control room overlooking the studio with wide vision windows provide a variety of arrangements for coordination and direction of programs originating in the studio or being fed through the studio from field pickup points. WNBW has also put into use the first of two specially designed mobile units. This mobile unit, with permanent control units installed, may be effectively "plugged in" to the new WNBW studio to serve as an auxiliary video control room.

WNBW's facilities, now entirely contained within the Wardman Park Hotel include live studio facilities, film studio with both 16 and 35 mm. cameras, transmitter, field shop, staff offices and mobile equipment storage. The transmitter tower is also located on the Hotel grounds.

The new studio and new stage scenery already delivered or on order, gives WNBW the largest and most flexible television plant in the Nation's Capital, where three television stations are now operating.

Opening of program service from the Wardman Park studio gives the NBC television network the most modern studio plants at both ends of the New York-Washington coaxial cable network. NBC in New York recently began operations from Studio 8-G in the RCA Building, said to be the world's most modern and best-equipped video studio. Production floor space in 8-G in New York and the new WNBW plant is approximately the same.

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CONGRESS; OVERSEAS WRITERS SPEED CBS CORRES'T MURDER INQUIRY

Senator Henry Cabot Lodge, Jr. (R), of Massachusetts, asked the State Department Sunday (May 23) for full information on the death of George W. Polk, American radio correspondent of the Columbia Broadcasting System, murdered in Greece.

In a letter to Secretary of State George C. Marshall, he said, "it is of the utmost importance that the American people be acquainted with all of the facts in this tragic case.

Last week a committee of newspaper and radio representatives was appointed from Overseas Writers in Washington, an organization of correspondents with foreign experience, to seek to "uncover the whole truth" concerning the death of Mr. Polk, whose body, trussed-up and with a bullet wound in the back of the head was found in the harbor of Salonika Sunday, May 16.

This week, Representative George G. Sadowski (D), of Michigan, demanded a Congressional investigation of the murder of Mr. Polk.

Saying he understood Mr. Polk had been at odds with the Greek Government and had been looking into its use of U. S. reconstruction funds, Mr. Sadowski added: "If, as reported, Polk had uncovered information that the Greek Government did not want to get out, then Congress, which voted for all this money, has a right to know what is going on."

In a resolution the Executive Committee of Overseas Writers said, "the murder of Polk while carrying out his duties as an American reporter in a foreign country is of grave concern to American writers."

Ernest K. Lindley of Newsweek magazine, President of the organization, announced the members of the Committee of Inquiry. It is headed by Walter Lippmann, columnist for the New York Herald Tribune Syndicate.

The Committee will call on Secretary of State Marshall, Dwight P. Griswold, Chief of the American Mission for Aid to Greece, who is now in Washington, and the Greek Ambassador in Washington. It will also receive evidenced "submitted from any other sources".

Members of the Overseas Writers Committee of Inquiry, in addition to Mr. Lippmann are: Phelps Adams, Chief, Washington Bureau, New York Sun; Morgan Beatty, commentator, National Broadcasting Company; Marquis Childs, columnist, United Features Syndicate; Elmer Davis, commentator, American Broadcasting Company; Peter Edson, columnist, Newspaper Enterprise Association; Robert Elson, chief, Washington Bureau, Time and Life; Benjamin M. McKelway, editor, Washington Evening Star; Eugene Meyer, Chairman of the Board, Washington Post; Relman Morin, chief, Washington Bureau, Associated Press; James Reston, New York Times; Albert L. Warner, Chief, Washington

News Bureau, Mutual Broadcasting System; Lyle C. Wilson, Chief, Washington Bureau, United Press.

Ex officio members are Mr. Lindley, Joseph C. Harsch, news analyst, Columbia Broadcasting System, Secretary of Overseas Writers; Paul Wooton, New Orleans Times-Picayune, Treasurer of Overseas Writers.

A eulogy of George Polk has been placed in the Congressional Record by Representative Walter B. Huber of Ohio.

"Mr. Speaker, I have learned with great sorrow of the death of George Polk," said Representative Huber of the veteran correspondent and former Naval aviator. "He was a first rank reporter in the best tradition of the American newsgathering profession - fearless, fair, honest and untiring. At the age of 34, Mr. Polk already had lived much and had won for himself a distinguished reputation.

"One more name has been added to the casualty list of those who bring us the news from remote sections of the world. Although his voice will not be heard in the future, his deeds will be remembered. He continued to serve his country, even though he no longer wore the uniform of the armed service."

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RCA INTRODUCES NEW SMALLEST AND LIGHTEST FIELD INTENSITY METER

A new portable field intensity meter, the smallest and lightest unit of this type yet developed, was introduced last week by the RCA Engineering Products Department at the annual convention of the National Association of Broadcasters at Los Angeles.

The meter (RCA Type WX-2A) weighs approximately 12-1/2 pounds (with batteries) and is 12 x 8 1/2 x 5 1/2" in size. It provides direct readings, making it unnecessary to use correction factors or charts, or make computations of any kind.

The new instrument contains a built-in calibrating oscillator which operates from separate batteries contained within the unit. Especially adapted for field use by broadcast engineers and consultants, the meter makes it possible to obtain measurements over a wide range, from 10 microvolts per meter to 10 volts per meter in the standard broadcast band (540 to 1600 kc.)

Because of its extreme portability, the device is particularly useful in making measurements in rough terrain where a field truck cannot be driven. It can also be used by stations for periodically checking the nulls of their directional transmitting pattern.

A highly efficient, unbalanced loop antenna is an integral part of the cover of the meter. The unit employs ordinary flashlight cells to supply filament voltages, and a 67 1/2 volt battery of the size in common use in midget portable radios. It has facilities for checking its own battery voltages.

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## MICROWAVES TO LINK I. T. &amp; T.'S TELECOMMUNICATION NETWORK

A telecommunication network encircling the globe and bringing nearer to reality the concept of "one world", was envisioned last week by E. M. Deloraine, Technical Director of International Telephone and Telegraph Corporation. Mr. Deloraine's forecast was made at a press demonstration of I. T. & T.'s newest contribution to the advancement of communications - a 300-foot, aluminum-sheathed tower built to enable electronic engineers to probe deeper into the mysterious realm of microwaves. The tower was opened for inspection by Federal Telecommunication Laboratories, research Unit of I. T. & T. at Nutley, New Jersey.

"Through the use of microwave links which will make it possible to transmit television programs over great distances with fidelity, events in distant parts of the world can be brought within range of the American living room", Mr. Deloraine said. "Telephone and telegraph circuits also can be increased to meet the expanding requirements of the future."

Mr. Deloraine stated that it would be possible eventually to establish main arteries of communication which, when interconnected, would serve as the basis for a combined world television, telephone and telegraph network. These microwave links, he explained, may be found by experience to be adapted, more than coaxial cables, to the difficult task of spanning great distances in comparatively undeveloped regions. They require partly attended repeater stations only every 30 miles or so, instead of a continuous right-of-way for a cable, with repeaters every seven or eight miles.

The microwave tower, last word in research laboratories, was visited by more than 50 newsmen. In compact laboratory rooms 30 stories above the surrounding suburban landscape, visitors witnessed a variety of high-frequency radio developments, including the first public showing of two-color radar - an electronic advance intended to simplify the reading of radar indicators used in commercial airport traffic control as well as in military detection systems.

An integral part of the ultra-modern laboratory building, the tower was designed to provide the highly exacting conditions required for research in the higher frequencies of radio waves. Although the tower was completed only a week ago, research has already been undertaken on improved television, multi-channel communication links (a system of transmission in which a number of telephone conversations are beamed simultaneously), FM mobile communications systems and radar aids to aerial navigation.

Inspection of the tower was preceded by a visit to the museum atop the I. T. & T. building at 67 Broad Street, where newsmen were shown the original apparatus used by I. T. & T. scientists in sending the first successful microwave telephone transmission across the English Channel in 1930. Another group, composed of aviation writers, was taken to I. T. & T.'s experimental hangar at Westchester County Airport in Rye Lake, N.Y., where they were given a flight-demonstration of recent developments in the field of radio aids to

aerial navigation aboard the company's "flying laboratory", a converted DC-3. Then, navigating by radar on the Nutley tower and in constant radio communication with laboratory engineers, they were flown to the Teterboro Airport for transportation by automobile to Nutley.

Another of I. T. & T.'s wartime developments was the SCS-51, or instrument landing system, adopted by the Army and now being manufactured in quantity for airports throughout the world by the Federal Telephone and Radio Corporation, an I. T. & T. associate.

Today, new and improved landing systems are undergoing intensive development to meet the demands of both military and civilian agencies. At the Westchester Airport laboratories, a number of ingenious aids to aerial navigation are being perfected at the request of the Army Air Forces and other military establishments. In these, as in subsequent experiments in the microwave region, the facilities offered by the new microwave tower in Nutley, it was indicated, should prove a decided asset.

Colonel Sosthenes Behn, President of I. T. & T., welcomed the visitors at luncheon, and H. H. Buttner, President of Federal Telecommunication Laboratories, traced the history of towers down the ages, stressing their role in the advancement of communications.

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NBC'S EAST-WEST COAST TV TO BE LINKED BY NEW KINESCOPE RECORDER

East and West Coast television of the National Broadcasting Company will be linked by the recently-developed kinescope recording system, which for the first time makes delayed telecasts practical.

This announcement was made last Friday from Hollywood by Niles Trammell, President of NBC, after a two-week visit to the West Coast.

Kinescope recordings on film, made directly from the tube of a television receiver, can be flown to stations not interconnected by coaxial cable or microwave relay. This system will be premiered next month when Life Magazine presents highlights of the national political conventions on the NBC Television network.

"Coast-to-coast television becomes a reality with kinescope recordings, despite the fact that actual network facilities will not be available for some time", Mr. Trammell pointed out. "National advertisers can be assured of coverage in every city where NBC now has its own affiliated stations."

KNBH, NBC's television station in Hollywood, will be in operation by Oct. 1 if construction can be completed by that date. The transmitter now is being built on Mt. Wilson, and Studio F in the Hollywood Radio City is being converted into a television studio. In addition to live programs, KNBH will be equipped to telecast 35 mm or 16 mm. film and slides, which can be integrated with live studio programs or remote pickups.

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TELEVISION A CHALLENGE TO MOVIES

The prospective development of television within the next five years may call for Hollywood to triple or quadruple its output of motion pictures.

This prediction was made last week by W. W. Watts, Vice-President of the Radio Corporation of America, and Director of its engineer products division, at the National Convention of the Society of Motion Picture Engineers, according to the New York Times.

Addressing 700 delegates, Mr. Watts appraised as "highly problematical" the possible lines of television development as far as public exhibition was concerned.

"Will theatre interests outbid broadcasters for certain outstanding events? Will the public want separate television theatres? He asked.

"These are a few of the programming questions that experience alone, will answer. Such questions and a host of others must indeed make these soul-searching days in the motion-picture industry. These questions must be faced - now", Mr. Watts warned.

Sketching the potential growth of television, he projected a parallel with sound broadcasting. Today, he added, there are about 2500 AM and FM stations on the air, of which 1,200 are affiliated with the four major networks.

While there are now only twenty-six television stations operating, with construction permits granted for sixty-eight more and 219 others vying for the remaining 135 possible channels, he continued, projected channel revision by the Federal Communications Commission would make possible 953 stations in 456 cities, with an audience that could grow to equal the estimated 66,000,000 radio sets now in 37,000,000 homes

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LIQUOR ADS BILL TABLED BY COMMITTEE

The Senate Interstate Commerce Committee voted 6 to 5 last week to table pending legislation which would regulate the advertising of alcoholic beverages over the air and in the press.

The setback is tantamount to killing a bill since it will die with this Congress. If reconsideration is sought at this session, it would take a two-thirds vote of the committee for further action.

The Committee originally held hearings last May on S-265 by Senator Arthur Capper (R), of Kansas, which would completely outlaw all liquor and beer advertising. When this was found by the Committee to be "impracticable", Senators Clyde A. Reed (R), of Kansas and Edwin C. Johnson (D), of Colorado, set out to draft more moderate substitute legislation.

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The Dewey-Stassen Political Debate  
(Jack Gould, "New York Times")

The radio program of the past week clearly was the debate between Gov. Thomas E. Dewey and Harold E. Stassen on the subject of controlling communism. The lively if indecisive pro and con between two of the Republican candidates for President was far and away the most arresting political broadcast in many a day, one which conceivably could be copied with profit for the voter during the formal campaign this Summer.

Though the art of debating is widely attempted in one way or another on the radio - the Town Meeting of the Air and the other discussion programs are close kin of the basic form - the Dewey-Stassen engagement was the first face-to-face verbal tilt to be tried on the radio by major political figures running for the nation's highest office. Regardless of how each of the participants may have viewed the program's success, the voting listener certainly had his full hour's worth.

The main advantage of the debate as compared with the average political broadcast was that for the most part it kept away from maddening generalities and dealt with a specific issue, in this case whether communism as such should be outlawed. For once at least the listener could hear consecutively and immediately the contrasting views of two principal candidates and could decide for himself whether each participant had spoken to the points which the other had raised.

More particularly, the Stassen-Dewey debate had the personal equation so often lacking in the formal radio address read from a prepared handout. The listener could hear for himself the professional if not too subtle niceties of the rough and tumble give and take of politics.\* \* \* \* \*

The debate did accomplish what the routine political speech seldom does. It had the nation's listeners themselves discussing the problem and, more concretely, discussing whether Mr. Stassen or Mr. Dewey was right. Last Monday radio showed how it could give new import to the old tradition of open political debate. Now it can only be hoped that candidates will give broadcasting further opportunity to fulfill that educational role.

Purely radiowise, the improvement in Governor Dewey's personality on the air was most marked. He has broken off from the sing-song rhythm once so suggestive of Lowell Thomas' delivery and he has acquired greater naturalness, poise and confidence. Mr. Stassen could afford to be a little more careful not to drop final consonants.

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CBS To Buy Remainder Of KQW If FCC Approves  
( "Washington Star" )

A hint as to the reasons behind the apparently sudden decision of the Columbia Broadcasting System to sell a majority interest in WTOP to the Washington Post is contained in another announcement just received from the network. This is a report that CBS, which

owns 45 per cent of KQW in San Francisco, has arranged to purchase the remaining 55 per cent interest, subject to the usual FCC approval, of course.

San Francisco seems to be considered a valuable market in the radio trade. CBS, according to report, wanted to buy KQW once before, but supposedly was refused permission by the FCC. It apparently would rather own KQW than WTOP.

Television licenses in the San Francisco area also are plums, being sought by the broadcasters, FCC hearings on TV applications starting tomorrow out there. While network ownership of AM stations seems to be limited by a "gentleman's agreement", FCC has, or had when we last looked, a limit of five on the number of television stations a network is permitted to own. CBS wants a TV license in San Francisco and wouldn't want a Washington application to stand in the way of getting it.

CBS could be an unhappy network if the FCC refused the San Francisco transaction and allowed the local one. That wouldn't win the FCC any prizes for consistency, though.

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Those Radio Awards  
("Variety")

The following letter, written by a network executive who prefers to remain anonymous, is a reflection of the mounting feeling in the trade against the multiplicity of awards in radio.

New York.

"Editor, Variety:

An honored practitioner of the craft of broadcasting often wonders, these days, what the awards are really worth.

They've become so numerous, so obviously more gainful to the givers than the getters, so patently and crudely instruments of public relations for the donors, that the receiver feels insignificant and lost in the shuffle. And - if he's honest with himself - he must also feel deprived of the emotional rewards which might be his if radio's so-called prizes were important, honest and meaningful gestures.

Radio's present "system" of recognizing creative excellence is anarchy pure and simple. There are too many awards. There are too many organizations self-appointed to bestow awards, whose chief objectives are not the betterment of broadcasting, but free newspaper space and radio time to promote their own limited aims. \* \* \* \*

It is foolish of broadcasters to have permitted so many outside organizations to usurp a function which by all rights belongs to the men and women working in radio and television. It is unwise for the industry to have catered to groups which value their own promotional interests far more than the interests of better radio. And, finally, it is high time for the industry, out of respect for its most gifted craftsmen, to establish a fair and representative apparatus of its own for recognizing and rewarding its top-drawer talent.

A few years ago, there was talk in the trade about a Radio Academy, designed primarily to establish annual awards in all categories of programming and program crafts. It was suggested that a system could be devised by which winners would be selected and voted upon by all the men and women of radio, through fairly weighted ballots. That discussion needs to be revived now. Broadcasters must begin to work together to develop a plan analagous, though not necessarily similar, to the Motion Picture Academy.

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 ::: TRADE NOTES :::  
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Radio Station WNAX, Yankton, South Dakota, announces the appointment of Robert B. Donovan as Promotion Manager. A native of Massachusetts, Mr. Donovan went to WNAX from WLS, Chicago, where he was Assistant Sales Promotion Manager. During the war, Mr. Donovan served as Chief Specialist in Navy Public Relations, both in Washington, D. C. and Chicago.

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Radio-Keith-Orpheum Corporation reported consolidated net earnings of \$5,085,848 for 1947, equal to \$1.30 a common share, compared with \$12,187,805 or \$3.17 a share, in previous year.

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The Veterans Administration has announced this week that over 65,000 World War II veterans are training for occupations in the radio and communications field under the G.I. Bill. Nearly all the veterans are enrolled in educational institutions. About two-thirds of them are taking courses in radio and television mechanics, 17,557 in general radio and communications and the remainder taking courses in radio operation, telegraph operation, telephone and allied fields.

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Paul Miller, former Washington correspondent who headed the Washington Associated Press Bureau before joining Gannett interests, has been appointed Executive Director of radio and television operations which is in addition to his other executive duties. For the past year he has been assistant to Frank Gannett, President of the Gannett newspapers and stations.

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Retention of Class A evening hour base rates, deletion of the dollar volume discount, and rate adjustments in certain time segments, are the salient points of the new Rate Cards of four of seven Columbia-owned stations mailed yesterday (May 25) to advertising agencies and clients. An explanatory letter from Carl J. Burkland, General Sales Manager, Radio Sales, Radio Stations Representative, CBS, accompanied the Rate Cards. The new Rate Cards, effective June 1, are for Columbia-owned Stations WCBS, New York; WEEL, Boston; WCCO, Minneapolis-St. Paul; WTOP, Washington, D. C.

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The 1948 home football games of Northwestern University will be telecast exclusively by WGN-TV, it has been announced by Frank P. Schreiber, Manager of WGN, Inc. The five home games will be picked up from Dyché Stadium in Evanston through WGN-TV's mobile remote facilities and will be described by Jack Brickhouse, sports service manager and broadcaster of WGN-TV.

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Ernest H. Martin has submitted his resignation as Director of Network Programs, Hollywood, for the Columbia Broadcasting System, effective June 15. He is to be succeeded by Harry S. Ackerman, CBS Executive Producer in New York.

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Among those residents of River House, one of New York's most luxurious residential buildings, who face loss of their apartment as a result of a sale and reconstruction plans, is Niles Trammell, President of the National Broadcasting Company.

Guests at the Shoreham, Raleigh, Hamilton, Hotel 2400 and the Broadmoor in Washington, D. C., may rent mobile television sets for their rooms at \$2.00 per day. The Statler is expected to add the service soon. The television unit consists of a standard Motorola or Philco 7-inch screen set, with antenna built into a table. Each hotel has an antenna especially designed for its location and installed by the Television Research Co. of Washington.

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Ben H. Rice, formerly Sales Manager of the Radio Division of General Electric Company and Philco Radio Corporation, has been appointed Sales Manager of Tele-King Television Corporation. He will direct nation-wide distribution of sales of Tele-King television receivers.

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Thirty of the 100 Philcos given each year to Veterans Hospital Programs on Memorial Day as one of its activities, will be distributed to two veterans' hospitals as part of the Memorial Day observance on the ABC broadcast of the Breakfast Club on Friday, May 28, the program originating in Chicago.

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According to Jerry Klutz of the Washington Post, the State Department is trying to hire Mefford Runyan, a former Columbia Broadcasting executive, for a top job in its Voice of America radio programs

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A portable television set, priced to sell for less than \$100, is slated to hit the market about June 7th. It's to be manufactured by Pilot Radio Corp., Long Island City, New York. The new set is expected to mark the first step in the industry to bring TV receivers down to the pocketbook level of the mass buying public. It will have only three-inch screen, about half the size of the smallest receiving tube in use, and if public acceptance is successful, it's expected other manufacturers will have to cut prices.

Outstanding aspect of the Pilot receiver, in addition to its price, is the fact that it requires no special installation and will work without an antenna.

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The newspaper whose bulletin board announced the first news of the Battle of Gettysburg during the Civil War, the Washington, D.C. Evening Star, will be saluted by Gabriel Heatter during his Mutual network broadcast of the "Behind The Front Page" program on Sunday, May 30 (7:30 to 8 P.M., EDT). Mr. Heatter, as the editor telling the stories "behind the front page", will also point out during the program that the Evening Star was first published in 1852 and that President Abraham Lincoln's original manuscript for his second inaugural address provided the reportorial "notes" from which the Star published its accounting of the event the next day.

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The appointment of E. C. Bonia as General Sales Manager for Radio and Television was confirmed Monday by W. P. Hilliard, General Manager, Bendix Radio Division of Bendix Aviation Corporation.

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Austin E. Joscelyn has been appointed Director of Operations of KNX, Columbia-owned station in Los Angeles, D. W. Thornburgh, CBS Vice President in Charge of the Western Division has announced. Mr. Joscelyn formerly was Manager of WBT, Charlotte, N.C., and of WCCO, Minneapolis-St. Paul, CBS affiliate and owned stations respectively.

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