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HEINL NEWS SERVICE

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Robert D. Heinl, Editor

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INDEX TO ISSUE OF SEPTEMBER 1, 1948

Two Hours Television A Night Is Enough, Says Britisher.....	1
Reinsch Confers With Trammell Re WSB-NBC TV Affiliation.....	2
Adm. Ellery Stone New Pres. Of Federal Radio, Inter. Stand. Elec...3	
RMA Committee For Foreign Trade Promotion Appointed.....	3
Hearings Set Oct. 6 On 2-Way Radio.....	4
"Metropolitan Opera" To Be Aired By ABC; Television Planned.....	5
Zenith Shipments Passed Three Months' Total \$14,137,861.....	5
FCC Rule Allowing Atheists Radio Time Called "Thought Control".....	6
Future Wars Seen By Television Held Possible.....	7
"Axis Sally" Gets Treason Trial Delay; "Tokyo Rose" Arrested.....	8
July Radio Production Off; Television Continues Up.....	9
FCC Stands Pat On Lotteries; ABC Opposes, NBC Awaits Outcome.....	10
Emerson Radio Buys Entire First Week Of WQQW-FM.....	10
FCC Orders Industry Conference On TV Allocation.....	11
FCC Denies Boosts On Overseas Communications Rates.....	11
"Let Newspaper Supply News; Radio, TV Entertainment" - Sulzberger.....	12
Petrillo Says AMF Fund Spent \$911,023 On Programs.....	12
ABC Declines Communist Bid For Time To "Answer" Documentary.....	13
Scissors And Paste.....	14
Trade Notes.....	15

September 1, 1948

TWO HOURS TELEVISION A NIGHT IS ENOUGH, SAYS BRITISHER

Declaring because of the fact that you are required to look at the pictures and cannot do this subconsciously as with the radio where many are able to work or read while it is turned on, Cecil McGivern, Head of Television Programs, of the British Broadcasting Corporation, declares a few hours a day of television is sufficient for anybody.

"Therefore, we don't broadcast all day long in London, like sound radio", says Mr. McGivern. "We transmit twice a day; in the afternoons from three to four, and in the evenings from eight-thirty to ten or ten-fifteen, sometimes ten-thirty. To a person who is thinking of paying £60 or £70 or £100 for a television set, that might seem a very short time - but television is a great time-stealer.

"You can switch on your radio set and carry on with your work to a pleasant background of music, but pictures do not stay in the background. You have got to look at them. You cannot close your eyes to television, or even turn them away. And up to two hours a night is just about enough for the ordinary person to look at his television set.

"We in television sometimes wish that our viewers did not look quite so long. Most of them seem to watch everything, and expect to be entertained and interested by everything, and, obviously, you just cannot please everybody all the time."

According to Mr. McGivern, there are nearly 50,000 television license-holders in the London area and by the end of the year, British manufacturers will be turning out sets at the rate of 100,000 a year. It is reckoned that 500,000 people saw on television screens Princess Elizabeth leave Buckingham Palace for Westminster Abbey and return with her husband Prince Philip at her side.

The speaker told how television broadcasting studios had been established in the famous old Alexandra Palace on top of a hill eight miles north of the centre of London.

"The grounds on the slope of the hill are very pleasant, as a matter of fact", Mr. McGivern explains; "and on fine evenings and at week-ends, fathers and mothers and their children, and courting couples, stroll about the grounds and circle the palace, taking the air and gazing down on smoky London spread below them. But when it is cold, or when fog is lying over London and swirling round the hill, they are entirely empty.

"The wind blows in through the glass roofs shattered by a flying bomb, which plunged into the grounds during the latter part of the war. Yes, dead looking, derelict looking. All but one corner, and that corner is excitingly enthusiastically, exuberantly alive. That corner is the present home of the Television Service of the BBC.

"They have a mysterious language of their own, television producers, and if you were there listening to them, this is the sort of thing you would be likely to hear:

"'Track in camera No. 2, track in, in, in, in, all right. Centre her face, right, hold it. Pull out No. 1, slowly, slowly, keep her feet in shot will you. All right, all right, mix to two.'"

"But description becomes almost impossible. Television must be seen to be understood. Nor is television only the studios and the people who work in them. There are, in this corner of Alexandra Palace, programme planners as well as producers, administrators as well as actors. There are designers, painters, carpenters, typists, messenger boys, and commissionaires. And in the control rooms and transmitter rooms are the engineers. More than 400 people are engaged in this business of television at Alexandra Palace. They make one, big team - for television depends, exists, on team work.

"I wonder if all this seems complacent. I wonder if we seem self-satisfied. I assure you we are not. We in television are satisfied with practically nothing in television. We are busy developing new cameras, we are dissatisfied with our technique and our methods, and constantly try others.

"Television began in Britain in 1936. The war took five years out of its life - it is hardly six years old yet."

"It has ceased to crawl; it can walk sturdily, but occasionally it stumbles. And we are the first to admit it. We realize what an immensely powerful medium of entertainment and education is in our hands. We realize our responsibility and we realize our shortcomings.

"Our engineers will not be satisfied until they can send to you over the air not only my words, but also my face. I, as a program official, will not be satisfied until we can send you not my face, but a picture of the life, the entertainment, the sport, and the activities of Britain."

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REINSCH CONFERS WITH TRAMMELL RE WSB-NBC TV AFFILIATION

Plans are going ahead rapidly for WSB, Atlanta's television station, expected to be the first to begin operation below the Mason-Dixon Line.

J. Leonard Reinsch, Managing Director of the former Governor Cox radio stations of which WSB is one, was in New York City last week conferring with Niles Trammell, President of the National Broadcasting Company, with which WSB-TV will be affiliated.

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ADM. ELLERY STONE NEW PRES. OF FEDERAL RADIO, INTER. STAND. ELEC.

The election of Rear Admiral Ellery W. Stone (USNR) as President, and General William H. Harrison as Chairman of the Board, of both the Federal Telephone and Radio Corporation and its world-wide manufacturing and sales subsidiary, the International Standard Electric Corporation, has been announced by Col. Sosthenes Behn, Chairman and Chief Executive Officer of the International Telephone and Telegraph Corporation, parent concern of the two companies. Fred T. Caldwell, formerly President of Federal Telephone and Radio and International Standard Electric was elected Vice Chairman of the Boards of both corporations. These appointments will become effective on September 1.

Admiral Stone, since 1931, has served in various executive capacities with the I. T. & T. System, most recently holding the post of Executive Vice President of Federal Telephone and Radio, domestic manufacturing subsidiary of I. T. & T. General Harrison, Vice-President in charge of Operations and Engineering of the American Telephone and Telegraph Company, recently was elected President of I. T. & T., also to become effective on September 1. During the war he served as a Major General, acting as Director of Procurement, Army Service Forces, Washington, D. C.

A native of Oakland, California, Admiral Stone attended the University of California where he specialized in radio engineering. From 1924 to 1931 he was President of the Federal Telegraph Company prior to acquisition by I. T. & T. and from 1931 to 1937 was Vice-President and Director of the Mackay Radio and Telegraph Company. He then served as Executive Vice-President of Postal Telegraph, Inc., and was elected President of the Postal organization in December 1942. In 1943 he was recalled to active duty with the United States Navy. He served as Chief Commissioner of the Allied Commission for Italy until early 1947, with headquarters in Rome.

In addition to various campaign medals for service during World Wars I and II, Admiral Stone also holds both the United States Navy and the United States Army Distinguished Service Medals. He is a Knight Commander of the British Empire, a Knight of the Grand Cross of St. Maurice and St. Lazarus (Italy), a Grand Officer of the Crown of Italy, and a Knight of the Grand Cross of San Marino.

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RMA COMMITTEE FOR FOREIGN TRADE PROMOTION APPOINTED

President Balcom has appointed, with expanded personnel, the RMA Export Committee for 1948-49. Promotion of the industry's overseas sales is the Committee's major responsibility and a new recent project is special promotion of American television transmitter and set sales abroad. The Committee also distributes special statistics monthly on U.S. radio exports, an exclusive service for RMA member companies, and handles many export development affairs with the State, Commerce and other Federal departments.

James E. Burke, of the Stewart-Warner Corp. has been re-appointed as Chairman of the Committee, together with E. E. Loucks, of the Zenith Radio Corp. as Vice Chairman.

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HEARINGS SET OCT. 6 ON 2-WAY RADIO

The Federal Communications Commission has scheduled oral argument, to commence on October 6, 1948, in the following nine proposed rule-making proceedings which were announced last Spring:

General Mobile Radio Service; Proposed Rules and Regulations Governing Domestic Public Mobile Radiotelephone Services; Promulgation of new Part 16 - Rules Governing the Land Transportation Radio Services; Promulgation of new Part 11 - Rules Governing Industrial Radio Services; Revision of Part 10 - Rules Governing Public Safety Radio Services; Allocation of Frequencies Between 25 and 30 Mc; Allocation of Frequencies Between 44 and 50 Mc and Between 152 and 162 Mc; Allocation of Frequencies Between 72 and 76 Mc; Allocation of Frequencies in the Band 450-460 Mc.

There is widespread interest in these proceedings, which affect radio communication facilities for public bodies, business and individuals. Chiefly concerned are land transportation services such as intercity buses and trucks, urban transit vehicles, taxicabs and railroads; domestic public mobile radio-telephone services offering common carrier telephone connection with land vehicles; industrial radio services for power, petroleum, forest products and other commercial or industrial operations; and public safety services covering police, fire, special emergency, forestry-conservation, and highway maintenance radio communication. The contemplated frequency allocations are related to such use.

In consequence, the Commission is providing that any interested person may participate by filing, not later than September 15th next, a written statement (in duplicate) of such intention, stating the nature of his interest and an estimate of the time required for his oral presentation. The oral argument will be before the Commission in Washington.

It is not possible for the Commission to supply copies of the bulky proposed rules involved. However, they were all published in a single issue of the Federal Register, and that particular June 23, 1948 issue may be purchased by mail or in person from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at 20 cents a copy. It can be ordered singly or in quantity from that source direct.

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The Association of Women Broadcasters of the National Association of Broadcasters has scheduled four district meetings to be held during the Fall, Association officers announced last week.

The four meetings scheduled for the AWB are: Sept. 25-26, Cincinnati, O.; Sept. 28-29, Kansas City, Mo.; Oct. 1-3, Rochester, N.Y.; Nov. 6-7, San Antonio, Texas.

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"METROPOLITAN OPERA" TO BE AIRED BY ABC; TELEVISION PLANNED

The weekly Saturday matinee performances of the Metropolitan Opera will be broadcast again this season by the American Broadcasting Company and a coast-to-coast network, it was announced last week by Mark Woods, President of the American Broadcasting Company.

In addition, Mr. Woods said, plans now are under way for the presentation of the performances for the 1948-49 season by television. The American Broadcasting Company is now negotiating with the various unions involved, looking forward to the first regular televised opera series.

"We are pleased that there will be a season by the Metropolitan Opera this year", Mr. Woods said, "despite the difficulties involved. It is to the credit of all concerned that the problems which, a few weeks ago seemed certain to preclude a 1948-49 season, have been resolved through negotiations.

"The Saturday afternoon opera performances have long been an outstanding feature of the American Broadcasting Company's musical programming. We believe that music lovers everywhere will welcome the news that the finest in music and voices will be brought into their homes by radio again this year."

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ZENITH SHIPMENTS PASSED THREE MONTHS' TOTAL \$14,137,861

Zenith Radio Corporation reports estimated net consolidated operating profits for itself and its subsidiaries for the first three months ended July 31, 1948, of its current fiscal year amounting to \$104,969, after Federal income tax provision of \$62,309, depreciation, excise taxes and reserve for contingencies.

"Shipments for the three month period amounted to \$14,137,861. Demand for many of the company's models, particularly its outstanding line of portable radios, continued at a brisk rate during the quarter", Commander E. F. McDonald stated. "The normal Summer-time seasonal decline in console radio business, together with a two weeks' vacation shutdown period, were limiting factors on shipments during the quarter.

"During the past few weeks there has been a noticeable upturn in sales of console combinations. The company anticipates that sales will continue to accelerate and is planning for a substantial volume of radio business during the balance of the year.

"The company has recently introduced several console combination models with two tone arms; the regular "Cobra" tone arm which plays conventional records, plus a new "Cobra" tone arm for reproducing "long-playing" records.

"The company is continuing to receive substantial orders for car radios from leading automobile manufacturers.

"Sales volume of the new single unit Model 75 hearing aid is being maintained on a satisfactory basis.

"The company is making rapid progress in the production of its complete new line of television receivers to be placed on the market this Fall. Provision will be made in all models for the incorporation of Phonevision, Zenith's exclusive new development in television, plus many other improvements and advanced features not presently available."

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FCC RULE ALLOWING ATHEISTS RADIO TIME CALLED "THOUGHT CONTROL"

The hearing which Representative Forest A. Harness (R), of Indiana, Chairman of the Special House Investigating Committee called yesterday (Tuesday) in response to protests from religious and radio groups which claimed that the decision of the Federal Communications Commission to permit atheists radio time to reply to religious broadcasts, brought forth a goodly number of witnesses.

Rep. Harness has called the decision a possible move "to drive religion from the air." The Committee was holding the current hearings, he said yesterday, to find out if the FCC had any legal authority to promulgate any such ruling.

The FCC has held that atheists have such rights in the so-called Scott decision of July 19, 1946. Its findings have been assailed both by radio interests and religious groups.

Don Petty, counsel for the National Association of Broadcasters, told the Committee that a recent decision of the FCC on the right of "atheists" to radio time "constitutes thought control." The decision amounts to the Federal Government telling a broadcaster "what he must put on the air", he testified. "It is a violation of the First Amendment, the Communications Act and court decisions."

At the same hearing, the Committee was told that there are "50,000,000 ahteists in the United States" by Charles Smith of New York, President of the American Association for the Advancement of Atheism.

Although Mr. Smith criticized the FCC for failure to rule "squarely" that atheists were entitled to equal time on the air with any "religious" group, he said the Communications Commissioners are better "theologians than some of the witnesses who appeared today."

He referred specifically to testimony of Dr. Lowery Calhoun, of the Yale Divinity School, who characterized the FCC decision as "a tissue of naivete and contradictory argument."

Frank Roberson, former General Counsel for the FCC and now a radio law practitioner in Washington, testified that radio stations generally feared that, as the result of the ruling, they could not deny time to Atheists and were "disturbed" by the situation.

In the Scott decision the FCC said that "freedom of religious belief necessarily carries with it freedom to disbelieve, and freedom of speech means freedom to express disbelief as well as belief."

Earl Godwin, a Washington radio commentator, told the Committee that broadcasts of Atheist programs would end "to undermine the faith and strength of the coming generation".

In his attack on the testimony of the Rev. Dr. Calhoun, Mr. Smith, speaking both as President of the AAA and an organization he called the "National Liberal League", said:

"I think the members of the FCC have a better understanding of theology than the professor. Of course, I'm a Harvard man and he is not."

The Rev. Louis Durell of the Dominican House of Studies, Catholic University, read the script of a radio talk made by the Rev. Ignatius Smith, Dean of the Theological School of Catholic University over radio station WHAM, Rochester, N.Y., on October 6, 1946. Atheists contended they were attacked in this broadcast.

Committee Counsel Frank T. Bow suggested that it was a complaint by the atheist that caused the FCC to hold up for a time renewal of the station's permanent license.

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FUTURE WARS SEEN BY TELEVISION HELD POSSIBLE

Television may be used as a telescopic eye to locate and watch enemy positions hundreds or even thousands of miles away, Rear Admiral Ralph E. Jennings, Commander of Carrier Division 4, said last Monday when he was aboard the new carrier U.S.S. LEYTE, to observe the first sea "battle" ever televised.

U. S. Navy officials hailed NBC's history-making telecast from the aircraft carrier LEYTE as a "tremendous and limitless" potential for communication between warships. The "battle" was "waged" Monday 30 miles off New York. Thirty-nine "enemy" planes attacked the carrier, but were "driven off" by 29 of LEYTE's fighters and torpedo bombers. The "battle" was sent to New York by television and relayed to outlets in Boston, Baltimore, Philadelphia, Washington and Richmond. It was estimated that about 2,000,000 persons saw the broadcast.

Admiral Jennings said that in the last war, radar "showed us where a target was, and now television shows us what it is."

He predicted that television might make it possible in the future for civilians to see actual battles on their sets at home, more probable, he said, such broadcasts would be restricted to military or headquarters staffs.

The telecast, the most difficult video engineering feat ever attempted by NBC, was successful, in spite of the technical problems involved. Particularly trying to the NBC engineers and the navigation officers of the LEYTE was the task of keeping the carrier and the antenna, which was installed in one of the radar fire control instruments, constantly "homed in" with the NBC receiver atop the Empire State Building despite the ship's maneuvering and rolling.

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"AXIS SALLY" GETS TREASON TRIAL DELAY; "TOKYO ROSE" ARRESTED

Mildred Elizabeth Gillars, the Nazi radio's alleged wartime "Axis Sally" yesterday (Tuesday) won a two-week continuance of a preliminary hearing on the treason charges against her, and also assurance that American justice will protect her against "railroading".

She was arraigned before U. S. Commissioner Cyril S. Lawrence and she asked for and received the delay so she could get hospital treatment. She has also contended that she was "kidnapped" from Germany.

The Government also asked for postponement to finish presenting witnesses to the Federal grand jury.

When asked by Mr. Lawrence whether she had a lawyer, she answered, "No, I haven't so far although I have a couple hanging around."

On Monday she notified Attorney John M. Holzworth, who had stepped in to defend her, that she wished to emphatically repudiate "all and everything you have done, or allegedly attempted to do in my behalf." She further sent a letter to Judge Richmond B. Keech of the United States District Court, which said that Mr. Holzworth "without my consent and without authority, either expressed or implied, has undertaken to appear in your court as my attorney."

Her action followed withdrawal of Attorney Richard W. Tompkins and withdrawal of his petitions to aid Miss Gillars, when he notified Judge Keech he was initially retained by Holzworth and was now convinced he (Holzworth) had no authority to act for Miss Gillars. He said that Holzworth told him last Friday he would halve the \$2,000 fee which he had been promised, in return for Tompkins acting as his attorney of record.

Justice Keech permitted Richard W. Tompkins to withdraw from the case on Tuesday as an attorney of record.

Mr. Holzworth yesterday (Tuesday) sent a telegram to the court "to protest against the star chamber proceedings", charging "the entire proceeding was beneath the dignity of this honorable United States District Court."

As to the further question of a lawyer, John M. Kelley, Jr., Special Assistant to the Attorney General, said:

"I also want to assure you (Miss Gillars) that you will have an attorney of your own choice, and if you are unable financially or otherwise to procure one, you will be offered one by the Department of Justice or by the Commissioner. You will be able to be represented by a thoroughly competent and reliable attorney."

"Tokyo Rose", American-born Japanese woman, was arrested quietly last Thursday in Tokyo, and is to be returned to the United States on the treason charge of broadcasting propaganda directed at American troops in the Pacific during World War II.

The woman, Iva Ikuko Toguri D'Aquino, is scheduled to sail September 15th aboard the Army transport "Gen. H. Frank Hodges", arriving in San Francisco about September 28th. The treason statute provides for legal proceedings at the spot where a defendant first sets foot on United States soil, so a Federal grand jury will deal with her case in San Francisco.

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JULY RADIO PRODUCTION OFF; TELEVISION CONTINUES UP

Seasonal and market conditions, together with vacation shutdowns, resulted in a substantial decrease in radio receiver production last July, but the output of television sets continued to rise, the Radio Manufacturers' Association reported Monday, August 30.

RMA member-companies manufactured 56,089 TV receivers in the month to maintain a weekly average of 14,022 sets, an increase of more than 30 per cent over the average weekly production of the first six months of this year.

Radio receiver production, however, dropped to 627,349 in July for the lowest monthly output since February 1946 and represented the first time that set production by RMA member-companies fell below a million-a-month since May 1946. July's radio set output compared with 1,049,517 receivers produced in the preceding month of June, and with 1,155,456 in July, 1947.

RMA manufacturers produced 74,988 FM-AM sets during July compared with 90,414 in the previous month of June and with 70,649 in July, 1947. Production of automobile and portable radios totalled 193,164 and 105,997, respectively, in July, both sharply decreased.

Following is a month-by-month table on television and radio set production for the first seven months of 1948:

	TV	FM-AM	AM	ALL SETS
January	30,001	136,015	1,173,240	1,339,256
February	35,889	140,629	1,203,087	1,379,605
March	52,137	161,185	1,420,113	1,633,435
April	46,339	90,635	1,045,499	1,182,473
May	50,177	76,435	970,168	1,096,780
June	64,353	90,414	959,103	1,113,870
July	56,089	74,988	552,361	683,438
Total	334,985	770,301	7,323,571	8,428,857

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FCC STANDS PAT ON LOTTERIES; ABC OPPOSES, NBC AWAITS OUTCOME

The fate of radio give-away programs literally and figuratively is still pretty much up in the air. The Federal Communications has come back stronger than ever in its stated determination to outlaw the big cash prize programs. Some question of the Commission's authority to do that had been raised by the House Committee investigation of the radio situation by the special Committee investigating the FCC of which Representative Harness (R), of Indiana, is Chairman. The snag was struck when this committee disclosed that the authority under which the FCC had issued a set of rules under which some of the radio programs giving away money and merchandise would be banned from the air as lotteries, had been eliminated when Congress was recodifying Federal laws last Spring. The Commission replied the changes would make no difference except in the Commission's approach to the matter.

Mark Woods, President of the American Broadcasting Company, said his concern would "welcome an opportunity to testify" before the Federal Communications Commission to clarify the "give-away" program status.

"Our shows, we feel, do not fall within the lottery category, but are good clean entertainment and wholesome fun", he said.

A spokesman for the National Broadcasting Company asserted that its policy was the same now as was stated on August 7th, when the FCC first made known its attitude toward the give-away shows, as follows:

"The NBC will not accept additional programs of the type questioned by the Commission until there has been an opportunity to clarify the whole situation."

The Commission said it plans to issue new rules interpreting the ban on radio lotteries which already is in Federal radio law. The new rules, it said, will not "add or detract from the statutory prohibition proposed by Congress."

The Commission has set no date for its proposed anti-lottery rules to go into effect. Anyone who wants to oppose them received until September 10th to file a statement.

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EMERSON RADIO BUYS ENTIRE FIRST WEEK OF WQQW-FM

Radio Station WQQW, the new FM Station, will be launched on Sunday, September 12, with all of its commercial time during the first week of operations sold to a single sponsor, the Emerson Radio Corporation. Mr. M. Robert Rogers, General Manager of WQQW, said that this sort of contract had never been negotiated before in radio history.

The station's new transmitting equipment consists of a Collins five KW FM transmitter, the first of its kind ever built, and a Collins five-ring antenna, providing an effective radiated power of 20,000 watts at 103.5 mc. The FM antenna is at Falls Church, Va.

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FCC ORDERS INDUSTRY CONFERENCE ON TV ALLOCATION

The Federal Communications Commission last Friday called an Industry Conference for September 13 to go into an extensive revision of its television allocation standards and future procedures in video allocation and to base national TV allocation plan on best available engineering data.

The Commission indicated it is studying the question of revising standards to incorporate tropospheric propagation effects as well as collateral problems of directional antennas, power and antenna height restrictions and whether protected contours should be changed. The FCC stated the conference would consider:

1. Whether the Commission should initiate proceedings to revise the television allocation rules and standards prior to final decision in its proposed national TV channel reallocation announced last May.
2. If the standards are to be revised, what policy should be adopted with respect to applications now pending before the Commission.
3. What procedures should be adopted in order that the revised standards can be based on the best available engineering information.

The Commission emphasized the purpose of the conference is to "discuss substantial questions which may be presented by the record concerning the adequacy of existing Rules and Standards to achieve the soundest allocation plan, and not to discuss engineering details or suggestions in relation to such questions." Proposals are invited, the FCC said, and participants should notify the Commission by September 5th to permit making agenda.

The FCC notice stated that during the hearings on proposed allocation changes reported in May, the Commission received testimony regarding effects of tropospheric interference on present and proposed allocations. It was noted the present standards, adopted Dec. 19, 1945, do not include specific data on tropospheric propagation. The FCC said for the past several years it has been conducting measurements on tropospheric signals in FM and TV frequency ranges looking toward preparation of propagation curves and their inclusion in standards.

The FCC indicated claims made during reallocation hearings on serious effects of troposphere, "are in general supported" by FCC's studies.

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FCC DENIES BOOSTS ON OVERSEAS COMMUNICATIONS RATES

The Federal Communications Commission last week rejected petitions for immediate further increases in rates on overseas communications. It said it will give additional consideration to whether such increases may be indicated at a later date in relation to revenue requirements of the companies handling such communications. The petitions were filed by RCA Communications, Commercial Pacific Cable Co., All America Cables & Radio, Inc., Mackay Radio & Telegraph Co., and the Commercial Cable Co.

"LET NEWSPAPER SUPPLY NEWS; RADIO, TV ENTERTAINMENT"-SULZBERGER

Addressing the New York State Publishers' Association at Saranac Inn, New York, last Monday, Arthur Hays Sulzberger, publisher of the New York Times, in referring to television and radio, maintained that both had their place in the community, but said that they could not and would not replace the printed word.

He contended that a newspaper should place more and more emphasis on information and less on entertainment, adding that there were sound business reasons for such a policy.

Supplying truthful, accurate information is a primary responsibility of a press which must control itself from within, the speaker declared, adding that it was good business to emphasize information rather than entertainment because the latter was primarily the sphere of such media as radio and television.

"I would argue that television and radio can never replace the newspaper which devotes itself to the comprehensive publication of news", Mr. Sulzberger said. "Television and radio, as I see it, are primarily media of entertainment, and the newspaper, which gives information, is not threatened by them.

"On the other hand, the newspaper which holds its readers through its entertainment features is, I believe, threatened because radio and television have greater entertainment scope, and that is the reason that it is more and more important for newspaper men generally to re-examine their course and how to their line."

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PETRILLO SAYS AMF FUND SPENT \$911,023 ON PROGRAMS

Members of the American Federation of Musicians have provided 6,989 free programs of music throughout this country and Canada during the present year, according to a report issued by James C. Petrillo, Union President.

These programs have been financed by the Federation's Recording and Transcription Fund, which was created by the payment of royalties on records by manufacturers of records and electrical transcription mechanisms. To date the programs have cost \$911,023. The Union still has \$625.77 additional allocated for programs this year.

The programs inaugurated by President Truman in Washington were given in Veterans' hospitals, park band stands and other public places. This is the second year the Federation's 700 locals have been participating in such events. By this time last year they had given 5,824 programs.

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ABC DECLINES COMMUNIST BID FOR TIME TO "ANSWER" DOCUMENTARY

The American Broadcasting Company last week rejected the demand of the Communist Party, USA, for time in which to present over ABC facilities a program prepared by the Communist Party, USA. In a letter addressed to the American Broadcasting Company by William Z. Foster, Chairman of the Communist Party, USA, reference was made to the recent ABC documentary program, "Communism--U.S. Brand", to which the party objected.

Following is the text of the letter sent August 24th by Mark Woods, President of the American Broadcasting Co. to William Z. Foster:

Mr. William Z. Foster, Chairman,
Communist Party, USA,
35 East 12th Street,
New York 3, New York.

Dear Mr. Foster:

This replies to your letter of August 23, 1948, which comments on the recent ABC documentary program, "Communish--U.S. Brand", and requests, on behalf of the Communist Party, USA, equal time over ABC facilities "to present a comparable program" within a month.

"Communism--U.S. Brand" cited in its documentation only such speeches and literature as were delivered, written, edited, or published by Communists. In no case, to the best of ABC's knowledge, have any of the cited oaths or statements ever been renounced by your Party. All footnotes referred to Communist source material, rather than opinions or observations.

The dramatized portions of the script were based on the common techniques of Communists in labor organizations and so-called "front" organizations, and drew on the Communists' own official published directives. The portions of the broadcast relating to the many shifts in policy, ordinarily referred to as "shifts in the party line", were based on reports and editorials published in The Daily Worker.

Although one of the three publications to which you refer, Variety, did take issue with one of the citations, I have seen no indictment of the integrity of the program in either of the others to which you also refer, (The Nation and The New York Post). On the other hand, many labor unions, both CIO and AFL, praised the program without qualification. So have many radio critics throughout the country.

Since the program "Communism--U.S. Brand" presented as evidence only the substantiated oaths, words, and acts of the Communist Party and its members, ABC considers its presentation to have been fair, factual and, as to the aspects of the subject which it treated, complete.

For this reason, ABC in serving the public interest does not deem it necessary to accede to your request.

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SCISSORS AND PASTE

Calls "Voice Of America" Weak; Wrong Way to Develop Good Will ("Editor and Publisher")

"There can be no real confidence between nations when the only word one country hears of another is the word which the latter country wants it to hear", George W. Healy, Jr., Managing Editor of New Orleans (La.) Times-Picayune, said in University, Miss. last week.

Addressing the graduating class at the University of Mississippi, Healy attacked the State Department's Voice of America programs as being the wrong way to develop international understanding, even though Mark Ethridge, publisher of the Louisville (Ky.) Courier-Journal, had been appointed to head a Commission to advise the Department.

"I am not convinced, on the basis of experience", he said, "that international understanding can be founded on a barrage of words sent around the world by any government agency - whether it be the British Ministry of Information or our so-called Voice of America."

Talking Dummies ("Washington Post")

We are happy to learn of another significant step in the humanizing of robots. Clothes dummies in department stores are now able to talk. One Philadelphia store is using talking manikins for the sale of bathing suits. The dummy, by being hooked to a phonograph record, or to an inter-office telephone transmitter, can describe the costume it is wearing, even give a sales talk, meanwhile moving its lips and rolling its eyes. This, like other inventions of our wonderful scientific age, holds great possibilities for saving human energy. Since no doubt the talking dummies will soon be able to walk, they may be modeling in fashion shows, demonstrating gadgets in stores, even answering doorbells. We can scarcely wait to see them - with their smiling, eager-to-please expressions - installed at information desks, while their bored, superior, or testy Svengalis remain out of sight. But one of their greatest possibilities lies in social life. An assorted supply of beauteous, smartly gowned women manikins, and square-jawed, well-tailored men dummies, equipped by phonograph for conversation, should in these apprehensive, finger-pointing days be the answer to prayer of any hostess who wanted to augment her number of decorative and socially and politically orthodox guests.

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Following announcement by the Radio Manufacturers' Association of radio set production figures for the first seven months of 1948, J. N. (Bill) Bailey, Executive Director of the FM Association, noted: "Although general production of radio sets dropped off in July, due to the usual Summer vacations and resultant shutdowns of factories, a careful analysis of the RMA set production figures released discloses that production of old-fashioned receivers is decreasing while production of sets capable of receiving the new improved radio services, FM and television, are increasing."

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::: TRADE NOTES :::
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Wilbur Edwards, Western Sales Manager in the Chicago office of CBS Radio Sales since November, 1945, has been promoted to WEEI, CBS-owned station in Boston, as Assistant General Manager, effective September 7.

Gordon Hayes, who has been assistant to Mr. Edwards, has been named to the Chicago post vacated by Mr. Edwards, it has been announced by Carl J. Burkland, General Sales Manager of CBS Radio Sales.

Another RMA survey this Fall of industry employment contracts and a conference of RMA industrial relations and personnel managers constitute two early projects of the RMA Industrial Relations Committee. This is headed again as Chairman by President G. W. Thompson of the Noblitt-Sparks Industries, Inc., and R. T. Borth of the General Electric Company as Vice Chairman in the Committee appointments just made by President Balcom.

Vice Chairman Borth will head a subcommittee making the new employment contract survey next Fall, to develop data and statistics on many labor conditions in the industry.

Operations of the Emerson Radio and Phonograph Corporation and its subsidiaries in the thirty-nine weeks ended on July 31, resulted in a net profit of \$1,326,290 after taxes and all deductions, according to the report issued Monday by Benjamin Abrams, President.

The profit is equivalent to \$1.66 a share on 800,000 shares outstanding and compared with \$1,585,197, or \$1.98 a share on the present capitalization, for the corresponding period ended on Aug. 2, '47

New television test equipment which will speed television amplifier production, improve television broadcasting, and aid designers of high-frequency television amplifiers is now in quantity production and will shortly be available, it has been announced by the RCA Engineering Products Department.

The new instrument, a precision video sweep generator (RCA Type WA-21A), when used in connection with suitable detector and oscilloscope, will facilitate rapid testing of video frequency systems by permitting visual observation of the frequency response characteristic.

Federal Communications Commissioner E. M. Webster and Mrs. Webster last week announced the engagement of their daughter, Dorothy Frances to Lieut. (j.g.) Harry Igor Ansoff, USNR, son of Mr. and Mrs. S. E. Ansoff of New York. Wedding is to take place October 1st at Walter Reed Memorial Chapel, Washington. The couple plan to reside in Los Angeles.

According to Time Magazine's latest report, 107 women read that publication's radio page to every 100 men; the press page 78 women to 100 men, and the theatre page 114 women to 100 men. Best read by the women is the art page, 128 women to 100 men.

An investment company specializing in securities of television, electronics and radio companies was announced in Chicago last week. The new company is called Television Fund, Inc., and is an open-end investment trust.

Chester D. Tripp, President, said Television Fund was registered with the Securities and Exchange Commission and soon will be offered publicly through investment dealers. Capitalization of the new company consists of 5,000,000 authorized shares of \$1 par common stock.

Advisory Board of the Fund consists of George P. Adair, consulting radio engineer and former Chief Engineer of the Federal Communications Commission; Dr. William L. Everitt, head of the Department of electrical engineering at the University of Illinois, and Dr. Frederick E. Terman, Dean of the School of Engineering at Leland Stanford University.

Directors of Sylvania Electric Products, Inc. last week declared the regular quarterly dividend of \$1 a share on the \$4 cumulative preferred stock payable October 1, 1948, to stockholders of record at the close of business Sept. 20, 1948.

Directors also declared a dividend of 35 cents a share on the common stock also payable October 1 to stockholders of record at the close of business September 20.

According to the 1940 U.S. census, Aurora, Ind. has a population of only 4,828. Yet the influence of this small mid-west town is felt each evening by radio listeners throughout the nation in the keen and penetrating news analyses of two of its most illustrious sons - ABC commentators Edwin C. Hill and Elmer Davis.

Both Hoosier-born radio personalities, whose families were close friends and who achieved pre-eminence first in journalism before moving to radio, are currently heard Monday through Friday over ABC, Hill at 7 P.M., EDT, and his fellow townsman 15 minutes later.

A plan for the use of broadcasting stations not affiliated with networks in the dissemination of Advertising Council public interest material was suggested Monday by the National Association of Broadcasters' Non-Network Affiliates Committee, meeting at NAB headquarters. The suggestion was contained in a resolution adopted by the Committee, "to the end that radio stations of the nation which have no affiliation with any of the national networks may render the finest and most effective cooperation to those projects which have been approved by the Advertising Council."

The British Musicians Union announced last Friday that American performers cannot make any more recordings in Britain. The Union denied the surprise move was requested by the American Federation of Musicians (AFL), which has banned the making of records in the United States since January 1. The move stops the flow of earnings into the pockets of the American stars who have been flocking to Britain to make records.

Representatives of Decca Records charged that the ban appears to be directed against American artists, rather than an aid to the American Federation of Musicians. They said British records and British artists still can flood the United States.

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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
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SEP 10 1948

INDEX TO ISSUE OF SEPTEMBER 8, 1948

If It's Dewey The Broadcasters Should See Lowell Thomas.....	1
Extensive Campaign To Promote ABC's New Chicago TV Station.....	3
Egypt Purchases Powerful RCA Radio Transmitter.....	3
RMA Reports TV Set Shipments Rise 50 Percent 1st Half 1948.....	4
Philadelphia's Radio And TV Tastes Tested Electronically.....	4
Geddes, RMA, Slams Back At Bailey, FMA, Re RCA Charge.....	5
Germany British Zone Turning Out 12,000 Radio Sets Monthly.....	6
ABC, Hollywood, L.A. Herald-Express Sign 10-Year News Pact.....	7
CBS Buys "Amos 'n' Andy"; \$2,000,000 Sky-High Talent Deal.....	7
T. J. Hamilton, N. Y. Times, To Cover U.N. Paris Meeting For ABC...	8
FCC Rebuked On Atheists; Congress Report Next Week.....	9
FMA To Hear Bus Radio, Store Ads, Time Sales Experts.....	10
Trade Groups To Support RMA And NAB Radio Week, Nov. 14-20.....	11
Radio Journalism Council Would Improve News Programs.....	12
Scissors And Paste.....	13
Trade Notes.....	15

No. 1841

WJ SP

September 8, 1948

IF IT'S DEWEY THE BROADCASTERS SHOULD SEE LOWELL THOMAS

If Dewey is elected, one of his top radio advisors unquestionably will be Lowell Thomas, nationally known radio commentator. Because of his wide experience as a newspaper man, magazine writer and movietone commentator, Governor Dewey might also turn to Mr. Thomas for advice in the publishing and movie fields and no doubt already has.

Added to this, Thomas is an author of note having written about 40 books mostly about war and travel and served as a correspondent in both World Wars I and II. As was once said about Richard Harding Davis, Thomas has apparently "been everywhere and seen everything twice".

Lowell Thomas and Governor Dewey have been friends for many years. Furthermore, the former's place, Hammersley Hill at Pawling, N. Y., is near that of Governor Dewey's country residence at Pawling. Thomas, aged 56, is 10 years older than Dewey, who is only 46. Thomas began broadcasting in 1930, has been a commentator for 20th Century-Fox since 1935 and did his first telecast in 1940. His broadcasts from European and Far Eastern points in World War II were notable. Of his books, his first "With Lawrence in Arabia" has been the most famous. Two of his books "Fan Mail" and "Magic Dials" have dealt with radio.

An idea of the active and varied career of Lowell Thomas may be gained from the length of his sketch in "Who's Who in America". The author has the privilege of writing these himself. Whether Lowell wrote his own sketch in the 1948-1949 edition of "Who's Who" is not known but it takes up 74 lines and is more than twice as long as that of Governor Dewey's (31 lines).

Robert J. Casey, noted Chicago newspaper man and author in his book "Such Interesting People" (Bobbs-Merrill Co., Indianapolis) tells this hilarious story, about the now famous commentator and adviser of presidential candidate Dewey.

"Lowell Thomas passed his cubhood with the Journal and remains one of the brightest memories of that odd period. In futile sequence all the reporters of the staff - the young, aged, lame, halt - anybody who had strength enough left to get to the Aurora and Elgin interurban line - were sent out to Wheaton, Illinois, that summer to interview the ubiquitous, and hilarious, Helen Morton - daughter of Mark Morton, the eminent drysalter. Helen had left her home without consulting the local society editors and had come back with a husband, one Roger Bailey, yclept the Virginia Horseman. She was kept in seclusion after her return, and, one after another, we pestered the hot-tempered Mark for word of her without result. I came reasonably close to the story because I actually got to talk to Mr. Morton. He threatened to blow my head off and left the interview to get a shotgun. * * * *

"Helen was moved from Wheaton immediately after that and placed under the guardianship of Colonel George Fabyan, then engaged at Riverbank, Geneva, Illinois, in proving that Shakespeare wrote Bacon's essays. And there - not in the black tent of Lawrence in Arabia - was where Lowell Thomas started toward greatness.

"Mr. Thomas, being the most inexperienced reporter in the shop, was the last to get a chance to prove the extent of his charm with the Mortons. And, like the cub in the oldest relic of newspaper fiction in existence, he brought home the story.

"It appeared that he had had some trouble getting it. He had been forced to swim the Fox River to reach the guarded estate of Fabyan. But once he had done all this he found Helen Morton seated in a bower and willing to talk. The interview was as fine a job of journalism as the tired city editors of Chicago had seen in many a day. Lowell got a promotion on the strength of it as well as a bonus and an extended vacation. Then the Mortons, through their attorneys Winston, Payne, Strawn and Shaw, sued the Journal (Chicago Daily Journal) for a quarter of a million dollars libel.

"They declared that most of the matter published in the Journal derogatory to the Morton family could not properly be charged to Helen at all. She hadn't said the things about her father for which she was quoted. In point of fact she hadn't said anything at all to the reporter who had interviewed her in Geneva. For she hadn't been in Geneva that day. She had been in Lake Forest, visiting an aunt. . . .

"The crestfallen reporter, apprised of these statements, admitted what Richard Finnegan already knew, that the story of a new swimming of the Hellespont was, as it is called in the trade, a fake. But Mr. Finnegan as usual was realistic about it.

"'Well,' he said, 'you got us into this. I could fire you and let you forget about it but I'm not going to play it that way. Your assignment at the moment is to see Silas Strawn and get the suit dismissed.'

"The youngster welked out with the cheery air of one beginning the march up the thirteen stairs. He came back three hours later.

"'It's all fixed up,' he said. 'There isn't going to be any suit. Strawn says to forget about it. And at the end of next month I'm going to be leaving you. Mr. Strawn and some of his friends are going to send me over to Palestine to get moving pictures and lecture material when Allenby finishes up the Last Crusade. . . . They're raising \$25,000 as a starter.'

"Dic Finnegan started to ask him if this might be classed as another river-swimming performance. But he didn't go on with it. Whether you looked on Lowell Thomas as a hypnotist or miracle man or only as a nice boy who had talked himself out of a jam, it was obvious that he was telling the truth. It was just as obvious that he was on his way forward and upward. . . . When you could gouge \$25,000 out of Silas Strawn you didn't need any further proof of genius. . . . Not with us!"

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EXTENSIVE CAMPAIGN TO PROMOTE ABC'S NEW CHICAGO TV STATION

To promote Chicago's newest and sturdiest young television giant, Station WENR-TV, Channel 7, which debuts September 17 at 7:00 P.M., an intensive exploitation campaign has been launched by the American Broadcasting Company throughout the city.

An opening announcement letter, directed to 2,000 television dealers in the district, was mailed on Thursday of last week to remind them of T-Day. The reminder includes a suggestion that dealers be prepared to align the sets of their customers to Channel 7 at a moment's notice. As a follow-up, window signs and counter cards were mailed to the same dealers this week calling attention to the opening date, channel number and other information pertinent to the opening.

Five thousand pretzels, on which will be attached a large "7" with printed copy to the effect that "This is the new twist--In Television dials it's to Channel 7" have been ordered and will be distributed prior to September 17.

A campaign to find "Miss WENR-TV" will be conducted presently. The young woman selected will be entered in a local contest to select "Miss Television." The latter contest will be in conjunction with the Television and Electrical Living Show to be held in Chicago's Coliseum, September 18 through 26.

An intensive newspaper campaign, which was begun with Test Pattern advertisements on August 26, currently is underway and will continue to T-Day.

Two days prior to opening night, a quantity of handkerchiefs will be distributed throughout Chicago. Finders of the handkerchiefs, which will bear promotional copy, will receive awards.

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EGYPT PURCHASES POWERFUL RCA RADIO TRANSMITTER

Purchase by the Egyptian Government of a powerful radio transmitter for a broadcasting center under development near Cairo, was announced last week by Meade Brunet, Vice-President of the Radio Corporation of America and Managing Director of the RCA International Division.

The 50-kilowatt medium wave transmitter, Mr. Brunet said, is to be erected at Abu Zaabal, fourteen miles north of the capital, where the studios are being built. The station will cover the whole Nile Delta, reaching to Alexandria and Port Said.

The sale was completed through the Electrical Engineering Office, distributors of RCA products in Cairo. Three members of the staff of the Egyptian station became acquainted with the design and operation of the new transmitter on a recent visit to the offices of the RCA International Division, in New York, and the RCA Victor plant in Camden, N. J., Mr. Brunet said.

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RMA REPORTS TV SET SHIPMENTS RISE 50 PERCENT 1ST HALF 1948

Television receiver shipments by RMA member-companies were 50 percent greater during the second quarter of 1948 than in the first quarter and brought total postwar shipments as of June 30 to more than 425,000, the Radio Manufacturers' Association reported last Saturday.

TV sets were shipped to 31 States and the District of Columbia during the second quarter of this year as compared with 26 States and the District of Columbia in the first quarter, but some small shipments went to States without television service and apparently were for exhibit only.

The New York-Newark area continued to maintain a strong lead in the number of TV sets received, but percentage-wise shipments to this area dropped as other cities with television stations showed steady gains.

Other TV service areas which received an increasing number of TV sets and remained among the leaders are: Philadelphia, Chicago, Los Angeles, Boston, Washington, D. C., and Baltimore.

Second quarter TV set shipments by RMA manufacturers totaled 153,455 as compared with 106,136 during the first quarter, bringing the half-year total to 259,591. Shipments of 162,181 TV sets were reported by RMA members in 1947. No reports were made on 1946 shipments, but RMA members produced 6,476 TV receivers.

Shipments continued to lag somewhat behind production figures of the same companies as some sets remained in manufacturers inventories. RMA member-companies reported production of 278,896 TV sets during the first six months of 1948 and a total of 463,943 since the war. July production reports added 56,089 TV sets.

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PHILADELPHIA'S RADIO AND TV TASTES TESTED ELECTRONICALLY

A research study was launched in Philadelphia last week to find out - electronically - what American radio and television audiences want and aren't getting, the United Press reported.

Instead of calling homeowners with the old query, "What program do you have turned on?" Albert Sindlinger's new radox device registers automatically every time a radio is turned off or on, or a program changed.

The small box-like attachments have been installed on radios and television sets in 60 scientifically-selected homes in Philadelphia and are going in at the rate of 20 a week. Listeners' preferences are registered automatically on a central control board, and a radio or television station can get the information over teletype machines as fast as the listener twists the dial.

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GEDDES, RMA, SLAMS BACK AT BAILEY, FMA, RE RCA CHARGE

Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association, in a letter to "Bill" Bailey, Executive Director of the FM Association, denied the charges that the RMA couldn't list television sets which include 88-108 mc FM circuit "without the approval of RCA", which Mr. Bailey has included in a statement he had released August 30th analyzing July set production statistics.

The release of Mr. Bailey to which Mr. Geddes referred, included the following statements:

"FMA has formally requested RMA to list the FM-television set production separately from straight television sets, just as it does FM-AM units, but we have been advised that the RMA cannot make such listings without the approval of RCA. FM broadcasters, radio advertisers and the public are entitled to know how many television sets contain FM bands.

"When the RMA does break down the figures, as we have requested, the public and industry generally will be in for a pleasant surprise. A breakdown of television receivers into the categories of straight television and FM-television sets will show conclusively that FM set production is forging ahead at a rapid pace.

"Why the RMA withholds this valuable information from the public and from radio advertisers and broadcasters is difficult to understand."

In his letter, Mr. Geddes demanded that FMA correct "mis-statements" which are "completely without foundation" and said that "some statements in your press release are untrue as well as unfortunate and embarrassing to our mutual interests and relations.". He added:

"Your statement that you 'have been advised that RMA cannot make such listings (breakdown figures on television sets containing FM bands) without the approval of RCA' is not true. You were correctly advised by Chairman Frank W. Mansfield of our Industry Statistics Committee that the RMA statistics are 'coordinated' with those of RCA. This coordination consists only of similar classifications or breakdowns of receivers, for the convenience of manufacturers for their comparisons between the RMA and RCA statistics, but your statement that the RMA listings require the 'approval' of RCA is completely without foundation, also capable of improper and unjustified inferences.

"A following paragraph in your Aug. 30 press release imputes and implies that RMA is deliberately withholding FM production information, with deception to the public, because it hasnot yet been able to secure breakdown figures on the number of television receivers which also contain FM bands. These inferences are both unfair and unjustified."

Max F. Balcom, President of the RMA, on Monday appointed two liaison committees to work with representatives of the National Association of Broadcasters and the FM Association in order to work for

continued joint industry cooperation and action between the radio manufacturers and broadcasters. Early meetings of both industry groups are planned to promote broadcasting services and receiving set sales for radio, both AM and FM, and television.

The RMA Committee for Liaison with a similar NAB Committee recently appointed by NAB President Justin Miller is headed by Paul V. Galvin, President of Motorola, Inc., Chicago, and includes George M. Gardner of the MRA Set Division (Chairman of the Set Division), President of Wells-Gardner & Co., Chicago; H. C. Bonfig, Vice-President of Zenith Radio Corp., Chicago; Dr. Allen B. DuMont, President of Allen B. Du Mont Laboratories, Inc., Passaic, N.J.; Frank M. Folsom, Executive Vice-President of RCA Victor Division, Camden, N.J.; and L.F. Hardy, Vice-President of Philco Corp., Philadelphia.

The NAB Committee includes: T. A. M. Craven, WOL, Washington, D.C.; Everett Dillard, KOZY, Kansas City, Mo.; William Fay, WHAM, Rochester, N.Y.; James D. Shouse, WLW, Cincinnati, Ohio, and George B. Storer, WJBK, Detroit, Mich.

RMA Director H. C. Bonfig, Vice President of Zenith Radio Corp., Chicago, was named Chairman of the RMA Committee for Liaison with the FM Association, and President Ray H. Manson of Stromberg-Carlson Company, Rochester, N.Y., was appointed Vice Chairman.

Other members of the RMA Committee for Liaison with the FM Association are: W.R.G. Baker, Vice-President of General Electric Co., Syracuse, N.Y.; W. J. Barkley, Executive Vice-President of Collins Radio Co., Cedar Rapids, Ia.; John W. Craig, General Works Manager, Crosley Division, Avco Mfg. Co., Cincinnati, Ohio; Frank M. Folsom, Executive Vice President of RCA Victor Division of RCA, Camden, N.J.; G. M. Gardner, President of Wells-Gardner & Co., Chicago; L. F. Hardy, Vice-President of Philco Corp., Philadelphia; W. P. Hilliard, General Manager, Bendix Radio, Division of Bendix Aviation Corp., Baltimore; H. J. Hoffman, Vice-President of Machlett Laboratories, Inc., Springdale, Conn.; S. Insull, Jr., Manager of Radio Division, Stewart-Warner Corporation, Chicago; E. A. Nicholas, President of Farnsworth Television & Radio Corp., Fort Wayne, Ind.

The FM Association at its annual convention in Chicago Sept. 27-29 plans to appoint a similar committee for conference with the RMA group.

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GERMANY BRITISH ZONE TURNING OUT 12,000 RADIO SETS MONTHLY

In the British Zone of Germany, 10 firms are manufacturing radio receiving sets at the present time. Output totals 12,000 units monthly. Production capacity is estimated at 20,000 set per month, providing material and labor are available. Production includes both A.C. and D.C. sets. Some models are manufactured according to individual specifications.

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ABC, HOLLYWOOD, L.A. HERALD-EXPRESS SIGN 10-YEAR NEWS PACT

Two leading media in the field of communications -- a national radio network and a great metropolitan newspaper -- pooled resources last Friday to give added impetus to the growing power of tele-journalism when the American Broadcasting Company in Hollywood and the Los Angeles Herald-Express entered into a 10-year radio and television pact.

Under the agreement, news-gathering facilities of the Herald-Express and the broadcasting and telecasting facilities of ABC will be combined in cooperative coverage of news and public service events. Don Searle, Vice-President in charge of ABC's Western Division, and David Hearst, Executive publisher of the Herald-Express, signed the agreement at ABC's executive offices in Hollywood.

The pact sets into operation a program calling for the exchange of newspaper and television and radio facilities to the greatest possible extent consistent with the public interest. Provision has been made for ABC to televise over KECA-TV, scheduled to go on the air in December, sporting events and other features sponsored by the Herald-Express.

KECA news coverage will be supplemented by reports of local news fed from the Herald-Express city room to the ABC newsroom for immediate broadcast or telecast over KECA, KECA-FM, KECA-TV, or the entire ABC network. Construction is well under way on the KECA-TV transmitter on Mt. Wilson, with equipment ready to be installed for beaming the station's video signal over Channel 7 to the entire Southern California TV area.

ABC will give credit on the air to the Herald-Express as a news source and will make available to the newspaper its physical locations in order to provide source material and background for Herald-Express news coverage dealing with television.

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CBS BUYS "AMOS 'N' ANDY"; \$2,000,000 SKY-HIGH TALENT DEAL

Following rumors of the past week or so, the Columbia Broadcasting System confirmed the fact that they had bought all rights to Amos 'n' Andy. It is an unprecedented talent deal with the money part of it zooming to the \$2,000,000 bracket. The negotiations which have just been completed give CBS "all right, title and interest of every kind and nature whatsoever in and to "Amos 'n' Andy" and every one of the fabulous air show's many-faceted ventures.

Freeman Gosden ("Amos") and Charles Correll ("Andy"), who started the saga of Amos 'n' Andy 22 years ago, will continue to appear on the program. Under the contract, also, CBS acquires all Amos 'n' Andy rights, ranging from all rights to the use of the name, characters, scripts and plots, phrases, catchwords and slogans, through all subsidiary properties and on into total rights to stage, movie, television and radio uses henceforth. This acquisition marks

the first time in broadcasting history that a network has purchased the ownership rights in an outstanding program, and all subsidiary rights from the originators.

Amos, Andy and their assorted collection of dialects and supporting players will resume their adventures on the full coast-to-coast network of the Columbia Broadcasting System under the sponsorship of Lever Brothers Company in behalf of Rinso.

"We are happy and proud to welcome Amos 'n' Andy back to the Columbia network", William S. Paley, Chairman of the Board of CBS, said. "Years ago the American radio audience - and it can be truly said that that includes practically all Americans - took them to its heart. And ever since they have been delighting us all with their inimitable humor and fantasy. Their huge following has never wavered; each new generation has embraced them as its own discovery. Styles and tastes have changed, but if Amos 'n' Andy have proved anything, it is the enduring value of their art."

The Amos 'n' Andy broadcasts will originate on the West Coast from Columbia network facilities in Hollywood, where Messrs. Gosden and Correll established a base for operations years ago. Amos 'n' Andy made their radio debut under that name in Chicago on March 19, 1928.

Over the years, Correll and Gosden have created and acted some 190 characters. Currently, Gosden is heard not only as Amos and the bluff, scheming Kingfish, but as the shiftless Lightnin', the newspaperman Frederick Montgomery Gwindell and the inventor Flukey Harris. Correll is heard as Andy and the dignified Henry van Portor.

Correll and Gosden, who for many years did all their own writing as well as acting, have given ground on both counts in recent years. They now have a staff of writers, and many of their regular supporting characters are played by leading Negro and white actors.

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T. J. HAMILTON, N.Y. TIMES, TO COVER U.N. PARIS MEETING FOR ABC

Thomas J. Hamilton, Chief of the United Nations Bureau of the New York Times, will inaugurate a special Sunday series of analysis and commentaries on the U. N. General Assembly sessions in Paris beginning Sunday, Sept. 12 at 12:15 P.M., EDT, over the American Broadcasting Company. The programs will be aired weekly until the termination of the meetings.

A former Rhodes Scholar, Georgia-born Hamilton has been connected with the Times as a foreign correspondent and as a member of its Washington staff since 1936, with the exception of three years he served in the Navy. In 1946 he was appointed Chief of the Times' U.N. Bureau.

During the war, Hamilton served as OWI liaison with the British Broadcasting Corp., later becoming News Director of the American Broadcasting Station in Europe in 1944. He recently completed a weekly series of commentaries on U.N. affairs for the Canadian Broadcasting Corp.

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FCC REBUKED ON ATHEISTS; CONGRESS REPORT NEXT WEEK

The Federal Communications Commission was rebuked by the special House Investigation Committee last week for a 1946 decision which many radio stations interpreted as an order to allow broadcasting time to atheists.

The Committee, headed by Representative Forrest A. Harness (R), of Indiana, approved a report demanding that the FCC immediately rewrite the decision and remove the controversial language.

The Committee said its full report will be issued next week. It is based on two days of public hearings during which the decision was defended by the FCC and an atheistic organization and attacked by radio stations and religious groups.

FCC Commissioner Rosel H. Hyde told the Committee last week that radio stations need fear no reprisals from the FCC if they failed to grant broadcasting time for atheistic programs. But he defended the decision as intended to protect rather than throttle freedom of speech.

Committee sources said that unless the FCC eliminates disputed language from its decision, corrective legislation will be introduced at the next session of Congress.

The dispute stems from the so-called "Scott decision handed down in 1946 in response to a petition by a California atheist who had been denied broadcasting time by three West Coast radio stations. He appealed for revocation of their broadcasting licenses. The Commission rejected that plea but issued a long and complicated ruling which stated in effect that atheists had the same right as religious groups to air their views.

FCC General Counsel Benedict P. Cottone strongly defended the agency ruling in testimony before the House Committee. He said that the FCC intended to prevent censorship rather than impose it when it made the decision.

Mr. Cottone said:

"The fundamental proposition stated in the Scott decision is one of insistence on freedom of speech on the air. Since this proposition is insisted upon by government, it has been characterized by Mr. Petty as Government censorship and government 'thought police'. I emphatically deny that such governmental insistence on freedom of speech is censorship. I assert, on the contrary, that it is the doctrine insisted upon by Mr. Petty (counsel for the National Broadcasting Association) of complete freedom of the broadcast licensee to permit or exclude as he pleases the expression of particular points of view on the public airways, is really the doctrine which would make each licensee a 'thought policeman' without accountability to the public for his administration of the frequency entrusted to his use."

Mr. Cottone said the Scott decision was written by former Commissioner Clifford J. Durr in 1946.

Earlier the Committee heard William J. McCarthy, Clifton, N.J., who described himself as "an absolute atheist". He said he favored government control of what goes on the air "because people own the air".

Kenneth M. Whitten of the Friendship Liberal League, Inc., Philadelphia, said radio stations there either refused or ignored his request for time to discuss religion. "An atheist has precisely the same rights, no more, no less, as a bishop", he said.

The Rev. Edmund A. Walsh, S.J., Vice President of Georgetown University, speaking more than an hour from notes, told the Committee:

"The relevant fact is that the Government of the United States has unequivocally accepted the existence of a Supreme Being." Nevertheless, he said, the FCC has accepted "by innuendo" Scott's claim that "the existence of God is a controversial subject and, hence, atheism should be admitted to the radio on parity in rebuttal of Christianity and other religions."

The FCC, he continued, had "embarked on a definitely sympathetic argument which logically should have terminated in revoking the licenses as requested."

Rabbi Paul Richman, representing the Synagogue Council of America, defended the right of atheists to present their views on the air. He added the hope that the Scott decision "does not mean that the radio will be open indiscriminately to atheists for attacks on religion."

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FMA TO HEAR BUS RADIO, STORE ADS, TIME SALES EXPERTS

That FM broadcasters are interested primarily in the economically sound operation of their stations is indicated in questionnaires sent to registrants for the Second Annual Convention of the FM Association in Chicago Sept. 27-29, Marion Claire, Director of WGNB reports.

Replying to questions as to what topics FM broadcasters wanted discussed at their Convention, 91% replied "Time Sales".

Programming and promotion drew responses from 76%, indicating, Miss Claire explained, broadcasters realize that before they can operate their stations on an economically sound basis, they must have the right type of programs and the proper promotion.

This will be thoroughly discussed at the forthcoming gathering along with transit radio and store casting in which much interest was also shown.

Speaking on transit radio, in which FM receivers are installed on public conveyances such as busses and street cars, will

be Hulbert Taft, Jr., President of Transit Radio, Inc., and General Manager of the Cincinnati Times-Star radio stations, WCTS (FM) and WKRC.

Through transit radio millions of people who ride public conveyances will be given crystal-clear entertainment on their way to work in the mornings and home in the evenings, is Mr. Taft's belief. The transit radio system already is installed in Cincinnati and is being established in several other cities, among them Baltimore, Md., where the Sunpapers, operators of WMAR-FM, are cooperating; Wilkes Barre, Pa., where WIZZ(FM) is effectively using the system, and in several other cities.

Heading discussions on store casting will be Cy Neuman, radio director of Menough, Martin and Seymour, Des Moines advertising agency, one of the pioneers in this method of reaching maximum audiences with the improved FM.

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TRADE GROUPS TO SUPPORT RMA AND NAB RADIO WEEK, NOV. 14-20

Widespread cooperation of retail and wholesale trade organizations, as well as other groups associated with the broadcasting industry, in the promotion and observance of National Radio Week, Nov. 14-20, is indicated in the initial responses to letters of invitation from the RMA-NAB National Radio Week Committee, Chairman W. B. McGill, of Westinghouse Radio Stations, Inc., said yesterday.

More than a dozen trade groups have pledged their aid in making the 28th anniversary of radio broadcasting the industry's greatest joint celebration, Mr. McGill said, and others are being heard from almost daily.

A progress report on the plans for National Radio Week promotion will be made to a joint meeting of the Radio Week Committee and the RMA Advertising Committee, on Thursday, Sept. 9, at New York.

Promotion material that will be reviewed by the Committee includes a poster for display by high schools, radio dealers, broadcasting stations, and others in connection with the "Voice of Democracy" radio script contest for high school students which will again be a highlight of the Radio Week program.

The "Voice of Democracy" contest will be sponsored in hundreds of cities and towns over the country by chapters of the U.S. Junior Chamber of Commerce in cooperation with local broadcasters and radio dealers. The four national winners will be brought to Washington by RMA and NAB to receive \$500 college or university scholarships next January.

The merchandising promotion will center about the "Radio-in-Every Room .. Radio-for Everyone" theme.

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RADIO JOURNALISM COUNCIL WOULD IMPROVE NEWS PROGRAMS

The Council on Radio Journalism meeting in Denver last week has recommended that, in view of the large number of Americans who get most of their news from radio, broadcasters should emphasize better news programs of local origination, and journalism schools and departments should strive to improve their instruction.

Meeting at Denver and Boulder, Colo., in a two-day gathering, the Council had as its guest Ralph Hardy, KSL, Salt Lake City, Chairman of NAB's Educational Standards Committee, and an NAB representative on the newly formed University Association for Professional Radio Education.

R. Russell Porter, University of Denver Coordinator of Radio, and President of the UAPRE, told the Council that its work since its founding by NAB and the American Association of Schools and Departments of Journalism in 1945, clearly demonstrates what can be done in other fields by the UAPRE.

CRJ Chairman Mitchell V. Charnley, of the University of Minnesota, was authorized by the group to appoint committees to study the field of instruction. A news clinic for journalism teachers, similar to the clinics held regularly for station news directors by the CRJ, will be one of the proposals investigated by the committees.

Considering the question whether television news is ready for inclusion in radio journalism curricula, the Council was told by William Brooks, NBC Vice President and Director of the Council, that it is too soon to begin to teach television news techniques. He explained that the techniques are still experimental. He added, however, that an exception to this rule is a school cooperating with a well-financed and progressive television station. Even in such a case, he said, the students would be post-graduate students.

Ralph D. Casey, Director of Minnesota University's School of Journalism, addressed the Council on the needs of radio journalism in war-torn areas of the world. Mr. Casey recently returned from Paris, where he was the professional education representative to the Technical Needs Commission of UNESCO. He added that American schools may be expected to receive foreign nationals who would come to study news teaching techniques here.

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"The WNBT telocast of the Navy show from the Leyte, one of the major beats in the history of television, was arranged by John Royal, more than a year ago. Royal nursed the project until the final moment, and three minutes before the telocast they still weren't sure it could be done." - Leonard Lyons' column.

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

Sen. Johnson, Colorado, Has Hard Re-election Fight
(Robert S. Allen in "Washington Post")

(Note - If Senator Johnson (D), of Colorado, is re-elected and if the Democrats win the Senate as they are now freely predicting, he would succeed Senator Wallace White as Chairman of the Interstate Commerce Committee which handles radio and communications. If the Democrats didn't win the Senate and Senator Johnson won, he would be the ranking minority member and Senator Tobey (R), of New Hampshire, would be the Senate Interstate Commerce Committee Chairman if he accepted that in preference to the Banking Committee.)

The Colorado crusader, Eugene Cervi, is a stocky, bustling, former newspaperman who was born in a miner's cabin. Cervi has set the State on its ear by his slashing campaign against Senator Ed Johnson.

The conservative Democratic boss of Colorado, Johnson, at 64, is seeking a third term in the Senate. Tall, hulking and slow in movement and speech, he was undecided for a long time whether to run. It's probable he now wishes he hadn't in view of the tough going he has encountered from Cervi.

The young militant has spared no punches. Throughout, Cervi has carried the fight to his old opponent. In speeches and snappy campaign literature, Cervi has raked Johnson from stem to stern with his own Old Guard voting record in the Senate. Cervi has dug up every vote cast by Johnson and is nailing him embarrassingly on them.

The battle is the toughest Johnson has had in his long career. His chances are very uncertain. Polls show a touch-and-go situation. Also, two years ago, contrary to the national trend, Colorado gave smashing majorities to liberal Democrats.

It looks bad for Johnson.

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Television Watcher Sees Lizard Bite Her Husband
("Associated Press")

When Wynford Vaughan Thomas, television broadcaster, came home with a bandaged finger a week or so ago, Mrs. Thomas knew without being told that he had tangled with an irritated reptile.

Mrs. Thomas saw it happen, right on the television screen in her Kensington (England) home. Her husband was broadcasting impressions from the London Zoo.

An attendant showed Mr. Thomas a long Chinese lizard called a gecko and, just as he was explaining what a sweet disposition it had, the gecko clamped its powerful jaws on Mr. Thomas' finger. He didn't scream, but Mrs. Thomas - some miles away - did.

The technicians managing the broadcast were so delighted with the unscheduled excitement that they kept their cameras and microphones trained on the spurting blood and the process of prying open the lizard's jaws with a pen knife.

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Petrillo Gets An Assist From British Musicians Union
(Arnold Fine in "Washington Daily News")

American singers who have been beating the Petrillo ban on recordings by traveling to England for musical accompaniment by British musicians are now chanting the blues.

The British musicians' union has announced that its membership henceforth is barred from making such recordings. This move is bringing widespread comment from those in the trade.

A local representative of the American Federation of Musicians, who wishes to remain anonymous, declares that in all probability the British ban will mean a complete victory for Mr. Petrillo in the recording controversy.

A Washington record shop owner, however, believes it will goad many platter companies into open rebellion against the AFM, with a resumption of recording in this country by whatever AFM or non-union musicians who want a job. He contends such action is justifiable under the Taft-Hartley law.

The British ban curbed the Andrews Sisters, on a personal appearance tour there, only a few hours before they were scheduled for a recording session accompanied by a British band. Other American musicians in England now barred from cutting records are Dinah Shore, Hoagy Carmichael and Betty Hutton.

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U.N. News Convention
("Washington Post")

The convention on freedom of information which the Human Rights Commission of the United Nations Economic and Social Council adopted at Geneva and will send without recommendation to the General Assembly at Paris is an indubitable disappointment even to guarded Western hopes. It does not seem at all likely that the agreement will lift the iron curtain in the slightest or put an end to any of the numerous restraints upon free access to news in the many lands, where these are imposed by censorship, discrimination or exclusion. It is a fundamental of Western thought that freedom of information is a powerful promoter of international understanding. But apparently some measure of international understanding is a prerequisite to the very freedom by which it is to be fostered.

The American delegation opposed two amendments introduced by Latin-American states and supported by the Eastern bloc. One of these, sponsored by Colombia, provides that each member country may make and enforce controls over news relating directly to national security. This can mean only censorship, and in an area as broad as any government wishes it to be, since national security nowadays traverses the whole range of national endeavor. The effect of this is to authorize what would be intolerable to free societies and what would at the same time give countenance to severe restrictions upon news in the societies that are not free.

The second amendment, sponsored by Mexico, declares that "nothing in the present convention shall limit the discretion of any contracting state to refuse entry into its territory to any particular person or to restrict the period of his residence. . ." This means that the Soviet Union can go right on excluding critical journalists or that the United States, for that matter - and this country

(continued at bottom of page 16)

TRADE NOTES

A small, portable tone generator, designed primarily for use in broadcasting studios, is now in production, it was revealed by the RCA Engineering Products Department. The new instrument (Type WA-26A), combining a high-quality audio oscillator and sensitive meter, supplies a suitable tone for use in equalizing remote telephone lines.

Dr. Edwin H. Colpitts, Director of the Engineering Foundation of New York, will be the 1948 recipient of the 100-year-old Cresson Medal of the Franklin Institute of Philadelphia. The award will be presented to Dr. Colpitts on Oct. 20 in recognition of his scientific achievements in the development of long-distance communication by telephone and radio.

Dr. Colpitts' service with the National Defense Research Committee in World War II won him the Medal for Merit. He holds twenty-four patents on telephonic inventions.

Development of a new television antenna which it is said will increase the range of television and FM sets in fringe areas by as much as 15 to 25 miles was announced by the Eastern Transformer Co., Inc., of New York City. The new unit is said to eliminate the need for most towers now deemed necessary in fringe areas.

Other features of the new antenna are: ease of assembly and installation; mechanical stability of design and operation; correction of "ghost" images; comparatively low cost; and elimination of unwanted sound and picture disturbances caused by automobiles, X-Ray and diathermy equipment.

Station WEGM, Quincy, Ill., will become affiliated with the American Broadcasting Co. effective October 1. Owned by the Quincy Broadcasting Co., WEGM operates full time on 1,000 watt power. The affiliation of WEGM will increase the total number of ABC affiliates to 269.

American Bosch Corporation - Six months to July 4: Net profit \$791,104 or \$1.14 a share, compared with \$537,477, or 77cents a share, last year; net sales \$8,983,888 against \$10,449,652; June quarter: Net profit \$491,129 or \$.71 a share on sales of \$4,648,281, compared with \$330,943, or \$.48 a share on sales of \$5,435,449, a year ago.

WWHG, W. H. Greenhew Co., Inc., Hornell, N. Y., granted six-months special temporary authority by the FCC to operate a 10-watt satellite station on Channel No. 285 (104.9 mc), to improve reception of FM programs of WWHG in Hornell. Previous efforts to remedy the situation by reorienting or changing position of receiving antennas proved unsuccessful. Tests by applicant with a transmitting antenna supported by a helicopter 400 feet above the transmitter gave no appreciable improvement.

In the photo-history book, "I Distinctly Remember" by Agnes Rogers and Frederick Lewis Allen depicting the period from 1918 to Pearl Harbor, is this caption of a picture of Dr. Frank Conrad of Westinghouse:

"Dr. Conrad wasn't the first man to get the idea of using radio for general entertainment. For instance back in 1916 David Sarnoff then with the Marconi Company sent a note to the general manager saying, 'I have in mind a plan of development which would make radio a household utility. The idea is to bring music into the house by wireless.' And he proposed transmitting music to a 'radio music box'. The plan did not go through then and it was Dr. Conrad who actually started things going."

Funeral services for Kenneth B. Warner of West Hartford, Conn., for 29 years Secretary of the American Radio Relay League were held last Saturday. He was born in Cairo, Ill, fifty-three years ago.

Mr. Warner joined the American Radio Relay League in 1919. In 1925, with Hiram Percy Maxim, then President of the ARRL, Mr. Warner played a prominent role in the organization at Paris of the International Amateur Radio Union, an association composed of amateur radio societies.

Following the meeting of the Board of Directors of the Radio Corporation of America held last Friday in New York, Brig. Gen. David Sarnoff, President and Chairman of the Board, announced that a dividend of 87-1/2 cents per share has been declared on the outstanding shares of \$3.50 Cumulative First Preferred stock, for the period from July 1, 1948 to Sept. 30, 1948. The dividend is payable October 1, 1948, to holders of record at the close of business Sept. 13, 1948.

Committees of the National Association of Broadcasters and Television Broadcasters' Association met at the Waldorf-Astoria Hotel in New York last week to discuss future trade association needs. The committees concluded that all the elements of electronic mass communication, comprising television, sound broadcasting and facsimile, must maintain a continuously unified front upon matters of industry-wide interest.

Radio receiving tube sales dropped to 9,637,244 in July due to vacation plant shutdowns in the radio industry and other seasonal and market conditions, the Radio Manufacturers' Association reported last Friday. June sales were 15,114,272.

July sales brought the year's total reported by RMA member-companies to 109,643,207. July sales were classified as follows: 6,466,320 for new sets, 2,824,013 for replacements, 308,620 for export, and 38,291 for government agencies.

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U. N. News Convention (Continued)

has not been hospitable of late to writers from behind the iron curtain - can do the same on this side. This is, of course, an indisputable attribute of sovereignty. But it is precisely the attribute which an international agreement designed to promote freedom of information should aim to mitigate rather than to perpetuate.

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Radio — Television — FM — Communications

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Washington 8, D. C.

Robert D. Heinl, Editor

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INDEX TO ISSUE OF SEPTEMBER 15, 1948

Coy Says May Take 6 To 9 Months To Revise TV Allocations.....1

New Sylvania Television Tube Plant Nearing Completion.....4

CBS Reported Seeking St. Louis Globe-Democrat TV Tie-In.....4

No Lottery Says WARL, Arlington, Answering Quiz Program Charge.....5

A Radio Frequency Mass Spectrometer.....5

ABC's New Detroit TV Station Soon; Also 1st Midwest TV Net.....6

Minnesota U.S. Judge Declares Film Music Fee Illegal.....7

Control Transfer Of Don Lee Network Asked; Thomas Lee Ill.....7

RMA "Silver Anniversary" And Parts Show Celebration Next May.....8

Australian Radio Receiver Backlog Filled.....8

"Axis Sally" Indicted On 10 Counts Of Treason.....9

Supervisor Would Put Heat On Supervisor, PTA To Get School Sets...10

Drew Pearson's Ex-Wife Seeks To Break \$15,000,000 Will.....11

\$10,000 Posted For Polk Killer.....12

Soviet M.P. Holds ABC Correspondent In Berlin City Hall.....12

Scissors And Paste.....13

Trade Notes.....15

Lew Weiss Is New Don Lee President.....16

WHN Changes Call Letters; ASCAP Salutes WMGM.....16

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September 15, 1948

COY SAYS MAY TAKE 6 TO 9 MONTHS TO REVISE TV ALLOCATIONS

Newly acquired information having to do with tropospheric interference has evidently thrown the Federal Communications Commission into a tailspin with regard to future procedure pertaining to television broadcast allocations.

Addressing the TV Industry Commission Conference in Washington last Monday, Wayne Coy, FCC Chairman, declared it might take six to nine months to revise the Commission's TV standards and rules. He said:

"It is my observation that the planning aspects of any radio service are never ended. This is another way of saying that we never know and never pretend to know at any one time all there is to know about radio propagation in any particular part of the spectrum. After many years of standard broadcasting, we still are learning about Sky Wave propagation. As our knowledge increases, our Engineering Standards must be reexamined.

"But the use of the radio spectrum cannot be delayed until the scientists tell us that they now know all there is to know about the spectrum. Engineers are always making application of scientific data in arguing for the establishment of new radio services. As we develop radio services, we continue to increase our knowledge and to improve the standards for the betterment of the service.

"We stand at this point today with respect to television service in the VHF frequencies. Service was inaugurated in these bands prior to the war. The commercial use of these bands is almost entirely a post-war development. Many of the characteristics of these frequencies were indicated in the early use of them by the television service and today there is a larger body of information available because of the increased number of stations utilizing the frequencies in the band between 54 and 216 Mc.

"In the allocation proceedings pursuant to the order of the Commission issued May 5, 1948, representations were made to the Commission of the serious affects of tropospheric interference in the present television allocation plan and in the proposed television allocation plan. These claims of interference are in general supported by the studies made by the Commission's Bureau of Engineering and I understand by studies made by other agencies of the Government. We cannot close our eyes to new scientific data. The standards of good engineering practice must reflect what we know about tropospheric propagation. And any allocation plan must be based upon standards of good engineering practice, at the very least recognizing all the scientific data reflected in the standards if not affording stations protection from all of the interference known."

To summarize "where we are at", Chairman Coy said at the conclusion of a 14-page, single spaced typewritten statement:

"(a) There were 18 commercial VHF television channels available at the outbreak of the last war, but this number has now been reduced to 12, primarily because of the requirements for spectrum space of other radio services. The Commission has issued 116 authorizations for commercial television stations and 304 applications are now pending. 36 of the stations authorized are now in operation in 21 cities and the remaining 79 in 68 cities are under construction.

"(b) The geographical allocation plan for television now pending reflects a continuing effort to obtain the maximum number of assignments with the few frequencies available. We have continually thrown away the 'safety factor' of greater mileage separations in a series of progressive steps, and today the assignments on these 12 channels are exposed to interference due to tropospheric propagation, because of the relatively close spacings between stations in many sections of the country.

"(c) The Commission is now confronted with a basic conflict in the desires of the industry to obtain stations with many large service areas and at the same time have a large number of assignments in each of the various cities.

"The Commission's notice providing for this conference today set forth these issues:

- "1. Whether the Commission should initiate proceedings to revise the television allocation rules and standards prior to final decision.
- "2. If the standards are to be revised, what policy should be adopted with respect to applications now pending before the Commission.
- "3. What procedures should be adopted in order that the revised standards can be based on the best available engineering information.

"Issues 1 and 3 must, of necessity, be considered together. We cannot have any understanding of the problem in issue 1 without knowing what the procedures would be to effect a revision of our standards of good engineering practice and allocation rules. The time required for such changes in our standards of good engineering practice and allocation rules is likewise an important factor, particularly in relation to Issue No. 2.

"If changes are to be made to reflect in our standards of good engineering practice current information about tropospheric propagation it would seem that the logical steps are as follows:

- "1. An engineering conference should be held to discuss methods of measuring tropospheric effects. Such a conference might well include engineers interested in the VHF television service and the FM service. The methods of measuring tropospheric effects are mutually applicable to these services. Data on tropospheric propagation now in the hands of the Commission can be put in

shape for distribution to those concerned within the next month. A reasonable period of time for study of this information would seem to be 30 days so that we might think in terms of a general engineering conference about the middle of November.

- "2. Following that general engineering conference, two further engineering conferences could be held. One would discuss what standards on tropospheric propagation, if any, would be incorporated in the standards of good engineering practice for television, and the other to do the same thing for the FM service.
- "3. The next logical step would be the incorporation of such standards respecting tropospheric propagation in the rules of the Commission.
- "4. The revision of the television allocation plan based upon the new standards, or recognition in the Commission's standards of good engineering practice of the effects of tropospheric propagation with a specific provision, however, that protection will not be accorded in making allocations of television channels to the various cities.

"You can make your own estimate of the time required for the various steps outlined above as well as I. It seems to me that the minimum amount of time is in the order of 6 months for such a revision of the Commission's standards and rules. Nine months might well be taken as a better estimate of the time that will actually transpire. I do not want to minimize this problem at all, and the longer the period of time that elapses, the more aggravated becomes Issue 2 now before us.

"This particular phase of the problem raises the question of whether we want adequate planning reflected in the television service or whether we are going to yield to the insistent pressures of applicants who are now willing to take whatever they can get but who, like persons now holding authorizations, will then want large service areas and protection from interference. It seems obvious that if we are to pursue the procedures I have been talking about, the processing of applications will necessarily need to be held up pending the adoption of a final rule on a new allocation plan."

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Mrs. Dorothy Lewis, Coordinator, Women's Broadcasts, United Nations, speaking at the WTOA-CBS Workshop in Washington, said:

"The first sound that was heard around the world was the barking of a dog. WGY was all set up for the first round-the-world broadcast, when a dog ambled in and barked."

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NEW SYLVANIA TELEVISION TUBE PLANT NEARING COMPLETION

Current expansion of television viewing tube production by Sylvania Electric Products, Inc. will include a new plant at Ottawa, Ohio, the company's second new unit to go into production this year, according to J. C. Farley, General Manager, Radio Division. He said that operation of the new plant will begin within a few weeks and that it will double Sylvania's present rate of tube output for the increasing demand of television set makers.

"Initial production facilities at Ottawa", he continued, "will be increased, supplementing the capacity of two plants at Emporium. Decision to establish a new television tube plant in Ohio is consistent with Sylvania's decentralization pattern. The location, close to supplies of vital glass and strategically located for distribution to television set manufacturers in the Chicago area, should help expedite shipments by reducing transportation time required for both raw materials and finished product."

"Operations at Ottawa", he added, "should release facilities at the Emporium plant for tubes for set manufacturers located in the East, since both plants will be equipped to make a complete range of viewing tubes now in strong demand. These include an increasing number of twelve and one-half inch and fifteen inch sizes in addition to the popular ten inch and the seven inch size for smaller sets. While the majority of tubes produced at both locations will be for television sets, a nominal number of cathode ray tubes for industrial applications will also be scheduled."

Willis C. Toner, formerly Superintendent of Television Tube Plants at Emporium, Pa., has been appointed Manager of the Ottawa plant by W. H. Lamb, General Manufacturing Manager of Sylvania's television tube plants.

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CBS REPORTED SEEKING ST. LOUIS GLOBE-DEMOCRAT TV TIE-IN

The Columbia Broadcasting System is reported to be seeking an interest in the proposed St. Louis Globe-Democrat station if the Federal Communications Commission grants the Globe-Democrat's TV application.

It had been reported that CBS was interested in buying into St. Louis television as it had invested in Los Angeles. The network recently negotiated an arrangement with KTTV, the Los Angeles Times station, in which CBS now owns 49% of the stock.

The Globe-Democrat, one of seven applicants for four video channels, operates KWGD-FM. CBS owns the 50-kw KMOX, in St. Louis.

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NO LOTTERY SAYS WARL, ARLINGTON, ANSWERING QUIZ PROGRAM CHARGE

Radio Station WARL, of Arlington, Va., denied Monday charges that a "Dollars for Answers" program it had broadcast violated the lottery section of the Communications Act, according to the Associated Press.

The station contended the program, now discontinued, was one "predominantly of skill."

The FCC on August 5 said it agreed with its Examiner's report holding that the program was in violation of Section 316 of the Communications Act of 1934.

In its answer Monday, the station asked for a hearing before the Federal Communications Commission to present additional information.

The Commission also on August 5 - in a separate action - indicated it will crack down on various radio "money" programs.

Because of the "growing number" of such programs, the Commission said it proposed to lay down stringent rules as to what type programs may be broadcast.

It has agreed to hear arguments October 19 before putting any new rules in force for the industry.

In the Arlington case, Station WARL contended Monday that 97 percent of the persons called on the telephone to answer "money" questions had not been listening to the program. Although admitting that the correct answers were given over the air prior to the telephone calls, the station said 44 percent of the prize winners were not listening to the station at the time of earning the award.

Thus, the station insisted, it had not violated the lottery chance section of the act.

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A RADIO FREQUENCY MASS SPECTROMETER

A comprehensive investigation of the conditions for the formation of negative atomic ions of the heavier metallic elements had led to the development, by Dr. Willard H. Bennett of the National Bureau of Standards' physical electronics laboratory, of an extremely valuable method for detecting, separating, identifying, and measuring such ions. This is one of the most neglected fields of research in pure physics. Since negative atomic ions, consisting of atoms with extra electrons, have very low energies of formation, their study has been difficult because of the rapid dissociation of the ions in very short distances of travel; that is, before they can reach a measuring electrode. The exacting requirements of this field of research have now been met by means of a specially designed vacuum tube which provides a greatly simplified and flexible

radio-frequency mass spectrometer. This spectrometer not only opens up a new means of exploring the little-known fundamentals of negative atomic ions but its special characteristics make it widely applicable for other uses, including the mass spectrometry of positive ions.

Negative atomic ions have been detected for only a few elements since they were first discovered about 40 years ago, although accepted theory has indicated the possibility of producing such ions from many of the elements. Experiments begun at the Bureau by Dr. Bennett in 1946 indicated that negative atomic ions might well exist in the many familiar forms of electrical discharge in vacuum tubes, but that they would not be detected if the distance through the tube between the discharge and the electrode was large. It was necessary, therefore, to devise an experimental method for separating and identifying such ions within distances of only a few centimeters. This was accomplished through the new mass-spectrometer tube. * * * * *

"The simplicity and low cost of the radio-frequency mass spectrometer should make it attractive not only in those applications in which its special characteristics make it superior to any other kind of mass spectrometer, but also in those laboratories where the expense of other types of equipment is prohibitive", says the Standard Bureau Technical News Bulletin for September which gives details of the radioactive isotope development. "Though the possibilities of the new apparatus have not yet been adequately explored, preliminary experimentation at the National Bureau of Standards indicates that many specialized uses for this kind of tube will come to light as it becomes better known."

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ABC'S NEW DETROIT TV STATION SOON; ALSO 1ST MIDWEST TV NET

With its October 9 debut rapidly approaching, WXYZ-TV, the Detroit station of the American Broadcasting Company is putting the finishing touches to its 287-foot video tower which weighs 40,000 pounds. Cost of the tower is in excess of \$50,000.

October 9 not only marks the inaugural of WXYZ-TV, but also the linking of Detroit with Chicago in a mid-West television network. A microwave relay now connects Detroit and Toledo. Exchange programs are expected from New York early in 1949.

The first network program to be televised in the midwest will be the non-championship professional football game between the Chicago Cardinals and the Pittsburgh Steelers, on Sunday, September 19, it was announced last week by Paul B. Mowrey, National Director of Television for the ABC.

Detroit is the third city in which ABC will inaugurate owned and operated television station operations this year. Before the end of 1948, ABC plans to have television stations in operation in Los Angeles and San Francisco in addition to WJZ-TV now on the air as ABC's New York key station, and WENR-TV, the network's Chicago station which premieres on September 17, and WXYZ-TV, the Detroit station.

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MINNESOTA U.S. JUDGE DECLARES FILM MUSIC FEE ILLEGAL

A Federal Judge last Saturday ruled illegal the "performance fee" that owners of music copyrights have collected from theatres exhibiting movies containing the tunes.

The decision, by Judge Gunnar H. Nordbye, came in a suit brought by the American Society of Composers, Authors and Publishers against four Minnesota theatre companies which have refused to pay the fee.

In his seventeen-page memorandum, Judge Nordbye, according to the Associated Press, refused the request of five music publishing concerns for damages and injunctions to prevent further violations of the copyrights they hold.

Under the ASCAP system, in effect since sound was added to motion pictures, the Society sells producers the right to incorporate copyright music into films. Exhibitors then are required to pay ASCAP for the right to show films in which the music is performed.

"This method of doing business, by plaintiffs and other ASCAP members," Judge Nordbye declared, "undoubtedly was prompted by a desire to protect their rights as copyright owners. Notwithstanding these seeming beneficent purposes, ASCAP has obtained by these methods and practices they have carried on over the years a monopolistic control over the copyrighted films in which their music is integrated."

Judge Nordbye held further that to grant the damages and injunctions "would tend to serve the plaintiffs in their plan and scheme with other owners of ASCAP to extend their copyrights in a monopoly beyond proper scope."

The suits were brought by M. Witmark & Sons; Santley-Joy, Inc.; Harms, Inc., and Witmark & Mills Music, Inc., all New York music firms and ASCAP members.

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CONTROL TRANSFER OF DON LEE NETWORK ASKED; THOMAS LEE ILL

Thomas S. Lee, President and sole stockholder of the Thomas S. Lee Enterprises, including the Don Lee network and owned stations, has been entered in a California hospital on his physicians' authorization, following a complete nervous breakdown, Lee Enterprises spokesmen said last week. Lewis Allen Weiss, Vice-President and General Manager, and Willet H. Brown, Vice-President and Assistant General Manager, were appointed guardians by the Los Angeles Superior Court.

Transfer of control of the Lee stations to Messrs. Weiss and Brown, as guardians, will be sought in a pleading to be filed with the Federal Communications Commission shortly, Don Lee attorneys advised the Commission last week. (Later story on page 16)

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RMA "SILVER ANNIVERSARY" AND PARTS SHOW CELEBRATION NEXT MAY

A gala radio industry celebration is planned in Chicago during the week of May 15, 1949, combining the 25th RMA "Silver Anniversary" convention and the annual Radio Parts Industry Trade Show. The Stevens Hotel will be largely taken over for the joint industry program marking the founding of RMA in 1924 and the annual Parts Trade Show. An elaborate "Silver Anniversary" industry banquet will climax the celebration on Thursday evening May 19, in the Stevens Hotel Grand Ballroom.

The decision to combine the two big industry events was made recently by the RMA Board of Directors and concurred in by the directors of the Radio Parts and Electronic Equipment Shows, Inc., which operates the Parts Show.

The Parts Show management also decided to broaden the eligibility rule for exhibits by parts and components manufacturers to give limited exhibition privileges, in the 1949 show to parts manufacturers selling to set manufacturers or other industrial outlets, in addition to manufacturers selling to jobbers, heretofore admitted. For the latter, the Stevens Hotel Exhibition Hall will be utilized as usual, and for the industrial exhibitors, rooms have been reserved on the Stevens fifth and sixth floors. A total of 1,450 rooms have been reserved for the Parts Show and RMA convention attendance.

President Max F. Balcom of RMA has appointed a large "Silver Anniversary" Convention and Banquet Committee, with RMA past President and Treasurer Leslie F. Muter, of Chicago, as Chairman, and Charles M. Hofman, also of Chicago, as Vice Chairman. The Committee includes representation of all RMA groups and also the members of the Parts Show Banquet Committee.

Plans for elaborate industry events, especially the "Silver Anniversary" banquet on Thursday, May 19, which will include broadcasting and many historic industry features, will be made at a dinner meeting of the committee at the Roosevelt Hotel, New York City, on Thursday evening, October 7, called by Chairman Muter. Subcommittees on broadcasting, speakers, program, anniversary souvenirs, and other events will be appointed.

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AUSTRALIAN RADIO RECEIVER BACKLOG FILLED

The number of single-receiver licenses in force in Australia as of June 1st was 1,694,194, a decline of 42,958 from the preceding month. This decline is attributed to the failure of owners to renew licenses, rather than to an actual decrease in the number of sets in use.

The industry feels, however, that the postwar backlog of orders for radio sets has been filled and that the manufacturing and selling of radios is the most competitive business in the Commonwealth today.

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"AXIS SALLY" INDICTED ON 10 COUNTS OF TREASON

Mildred Elizabeth Gillars, 47 years old, a native of Portland, Maine, known as "Axis Sally", who broadcast from Germany during World War II, was indicted in Washington, D. C. last Friday on 10 counts of treason last Friday.

Miss Gillars will be arraigned before Judge Jennings Bailey in U. S. District Court in the Capital tomorrow (Thursday, Sept. 16).

Miss Gillars is accused of broadcasting a series of "Home, Sweet Home" programs over the German radio to American troops in Europe.

The indictment charged that she aided Hitler's Nazi German government in its psychological warfare against the United States not only to weaken the resistance of Americans at home but also "for the purpose of . . . weakening the fighting powers and the morale" of U. S. troops overseas.

The indictment further accused her of violating her allegiance to the country of her birth and said she "knowingly, intentionally, willfully, unlawfully, feloniously and treasonably did adhere to the enemies of the United States."

Besides her "Home, Sweet Home" broadcasts, allegedly designed to whet the homesickness of American soldiers serving in North Africa, Italy and on the Western Front in Europe, the grand jury said Miss Gillars helped produce a radio drama entitled "Vision of Invasion".

The jury's charge disclosed no details of the "Invasion" drama, but American war correspondents who heard the broadcasts in England recalled that they conjured a picture of inevitable and frightful calamity that would strike Allied invasion forces.

According to the indictment, Miss Gillars broadcast for the Germans from December 11, 1941, through May 8, 1945. Originating points were listed as Chartres and Paris in France, Hilversum in Holland and Berlin.

The indictment said that the defendant persuaded captured American soldiers to record messages to their families and relatives "for the purpose of obtaining a large listening audience in the United States."

Instead of sending the messages of the American war prisoners to their loved ones at home, the indictment continued, Miss Gillars exploited them to "interject and weave" Nazi propoganda into the broadcasts.

Miss Gillars has been held in the District Jail in Washington since August 21. She was arrested two years ago, cowering in the rubble of a burned-out Berlin cellar when American troops entered the German capital.

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SUPERVISOR WOULD PUT HEAT ON SUPERVISOR, PTA TO GET SCHOOL SETS

A school that doesn't have radio (and television where it is available) is behind the times, Dr. Kenneth Bartlett, Dean of the College of Education, Syracuse University, told the Fourth Annual Radio Work Shop sponsored by WTOP-CBS and the Washington D. C. Public Schools last week.

"Ask your supervisor for sets", Dr. Bartlett urged. "If he won't, ask the PTA. If it won't, go to the community."

The New Yorker had some other ideas about radio, also the press, some of which follow:

"The essence of all our freedom is freedom of the press, radio, and movies, yet how many adults really know how to read, listen, and look -- how to separate the good from the bad. The obligation of an adult in a democratic society is to be able to separate the good from the bad in what he hears, reads, and sees.

"All teachers and administrators should know how to consume radio and press. Few people, particularly few teachers, know the really significant characteristics of radio.

"Few know the universality of the radio log -- how it must appeal to everyone.

"People tend to follow their prejudices, and seldom do they tune into something they don't like or agree with just to hear what it has to say. An adult person should do this, however.

"Radio stresses the common man's wants. It must. It's a common man's medium.

"Another main characteristic of radio is contemporaneousness. In all fields of expression, none is as contemporaneous. Once it's said, it's said. Movies you can shoot over. Newspapers you can re-plate. In radio there is no chance for correction.

"People spend more time at the radio than they do in reading. They spend half as much time at radio as their kids do in school. Thus radio is a potent educational medium - or can be.

"Teachers ought to assign out-of-school listening to the good shows. Documentaries have more vitality than any text book. And teachers should ask schools to buy tape recorders so these broadcasts can be played back during school hours.

"If you are going to make the school a center of the study of media of communications (and you should make it so) - subscribe to 5 to 15 leading newspapers. Consume them. Cut them up, mark them, put them on bulletin board, comparing various ways of treating the same story, pointing out use of wire services, etc.

"This does not mean putting aside text books. But we must use press and radio consistently to supplement the regular courses.

"Make the present the most vital part of the educational system by use of radio and newspapers. Make youngsters into adults by helping them understand the problems of today -- Marshall Plan, taxation, etc.* * *

"Start the process of evaluation by using newspapers and radio. If we do this, the school systems of America will be better. The study of communications media makes discriminating adults."

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DREW PEARSON'S EX-WIFE SEEKS TO BREAK \$15,000,000 WILL

Countess Felicia Gizycka, former wife of Drew Pearson, radio commentator and newspaper columnist, last Monday asked the District Court in Washington, D. C., to decree her the sole heir to the estimated 15-million-dollar estate of her late mother, Mrs. Eleanor M. Patterson, publisher of the Washington Times-Herald, brother of the late Joseph Patterson, of the New York News, and cousin of Col. Robert McCormick of the Chicago Tribune.

The Countess filed formal notice that she will contest the will by which her mother called for distribution of the estate to a number of persons and charities and left the Times-Herald to seven top employees. Mrs. Patterson was editor and publisher of the paper. She died July 24th.

Mrs. Patterson's will gave her daughter a \$25,000 annual life income, plus an estate at Port Washington, N. Y., real estate in North Dakota, and other personal property not otherwise bequeathed. Mrs. Patterson left nothing to her granddaughter, Ellen Pearson Arnold, daughter of the Countess and Drew Pearson. Countess Felicia and Pearson were later divorced. Mrs. Patterson's will said she had made her granddaughter "a substantial gift during my lifetime."

In her petition, the Countess alleged there were a number of defects in the will, one of her charges being that her mother was not "of sound mind and memory" when she made the will.

Besides questioning her mother's mental competence, the Countess' petition charged:

1. That the will as filed in District Court was not the last will and testament of her mother.
2. That the will was obtained from Mrs. Patterson by "fraud and deceit exercised upon her by some person or persons unknown".
3. That the will was procured from Mrs. Patterson by "undue influence, duress, and coercion exercised upon her by some person or persons unknown."
4. That witnesses to the will did not sign their names to it in the presence of Mrs. Patterson or of each other.

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\$10,000 POSTED FOR POLK KILLER

William J. Donovan, former head of the Office of Strategic Services, announced last week that the Overseas Writers' Association had offered a \$10,000 reward for information leading to the arrest and conviction of the murderer of George Polk, Columbia Broadcasting System correspondent.

Mr. Donovan recently returned from his third trip to Greece as counsel for the Association, headed by Columnist Walter Lippmann. He made the Association's offer in a broadcast over the CBS network. He said that on his trip "we told the Greek authorities that they had failed to explore, earnestly and carefully, all the possibilities" to the solution of the slaying.

Mr. Polk was found dead in Salonika, Greece, four months ago, his body trussed and a bullet hole in his head. His mother has termed his death a "political murder", according to the Associated Press.

Mr. Donovan said he had relayed his criticism of the investigation "to the Minister of Justice, the Foreign Minister, the Prime Minister, to King Paul and his court advisers and, of course, to the police officials immediately responsible for the investigation.

"There are two points I should like to make. The Greek Minister of Public Order, Mr. Rendis, agreed with our criticism of the investigation.

"Secondly, as a result of our insistence, the government of Greece has been compelled to take over the direction of the police inquiry at the highest level. The Minister of Public Order has assumed personal responsibility for the conduct of the investigation.

"Now it is up to the Greek government. This is their responsibility. This is their chance to show they can discharge it. Only they have the power to conduct a thorough-going inquiry into this crime.

"If they fail to use this power within a reasonable time, it is my opinion that it will then devolve on the United States Government to make formal representations to the government of Greece and see to it that a truly comprehensive inquiry be made."

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SOVIET M.P. HOLDS ABC CORRESPONDENT IN BERLIN CITY HALL

ABC correspondent Lyford Moore reported from Berlin last week that he had been trapped in the Berlin City Hall by Soviet Military Police for 43 hours. Moore, the only network radio correspondent to spend the night in Berlin's besieged City Hall, described his captivity in a broadcast from Berlin last Wednesday when he also gave an eye-witness account of how the Soviet police kidnapped 19 Western Sector police after guaranteeing safe conduct from the City Hall to the Western zone. Moore had left the City Hall with American authorities and the German police under the same conduct.

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::: SCISSORS AND PASTE :::
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Radio For Buses
("New York Times")

Radio sets and loudspeakers have been installed in the public buses of twenty cities, with the prospect that twenty more will soon be added to the list. News, music, "commercials" and all that is good and not so good in broadcasting pour into the ears of passengers. On the whole, polls conducted in Covington, Ky.; Evansville, Ind., and Cincinnati, Ohio, indicate that background music is acceptable on the way to and from work. Cincinnati's installation was made entirely at the local broadcasting company's expense. As might be expected, radio is as much a source of revenue as advertising cards.

The questionnaires of the poll-takers brought out protests. A highly vocal 8 per cent in Washington, D. C., protested against radio, and some even suggested that ear-plugs be furnished to protect innocent passengers from assaults on the ear. Perhaps in response to similar protests St. Louis will turn on sponsored "commercials" for not more than twenty seconds at a time at intervals of five to ten minutes. Why the bus companies of this city, so hard pressed by their own account that even with a seven-cent fare they cannot make ends meet, have not installed revenue-earning radio no one has yet explained.

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Imagine Our Old Pal A-K In This Costume!

(Mary Van Rensselaer Thayer writing from Hollywood in "Washington Post")

The gayest outing hereabouts was the gala premiere of Ringling's Circus in Hollywood, impressarioed by a group of stars to raise money toward a 100-bed wing in local St. John's Hospital. A score or more movie headliners put on individual circus acts and a whole section of the seats were sold for \$100 apiece.

A Mexican strumming a guitar sauntered among the guests. The host was dressed as a ringmaster, complete with top hat, whip and walrus mustache. Among the more colorfully attired was Atwater Kent, the amiable millionaire who devotes his whole time to giving parties. He wore a black and white checked suit, straw sailor, loud tie and a little finger ring set with coffee diamonds and rubies. Half the ladies in Kent's immediate vicinity kept a thoughtful eye on the sparkling bauble.

Rosalind Russell and Louella Parsons, who made a radio announcement at the circus, were gotten up to kill. Sonia Henie, though in conventionally cut black satin, whooped it up with a halo of pink feathers.

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AFRA Apprehensive Over Future Of Radio
(Harry MacArthur in "Washington Star")

With the first full-fledged season of competition between radio and television about to break, the main topic of conversation among members of the broadcasting and telecasting staffs is speculation on the future of both media when the all-out clash takes place.

There have been all kinds of predictions of which the most dire is that just plain sound broadcasting is doomed and that before long the radio receiver will become as obsolete as a mustache cup.

Perhaps outstanding evidence of this point of view comes from the performers themselves who have been making their living projecting their voices into microphones. The American Federation of Radio Artists which recently concluded its convention in Boston, came out of its conclave with an apprehensive eye on the future of radio.

The consensus of the delegates to the Boston meeting is that video will take over much sooner than most people expect and that strictly sound broadcasting will take a back seat in public choice during the evening program hours by at least two years from now.

On the other hand sound broadcasting faces the Fall and Winter season with what the networks claim is to be its brightest prospects in many a year from a commercial standpoint. When this crucial year in the history of both media has been completed a highly controversial question may have been answered. Meanwhile every one in the trade is feverishly watching every straw in the wind. Some careers may be at stake. And the listening and viewing public will undoubtedly be subjected in the months ahead to one of the greatest barrages of program offerings in new styles and formats ever to come down the ether waves.

The necessity for long-range planning in television programming is evidenced by the fact that already the video network representatives in Washington are starting preliminary checkups for the telecasting of the presidential inauguration ceremonies.

By the time the next President takes the oath of office, it is estimated that the pageantry connected therewith will be available by television to two-thirds the population.

NBC television hopes to feed the visual reports to its East Coast network which may number 20 stations by that time with the possibility of the service becoming available to an additional 12 stations in the Midwest by direct relay. NBC says the Midwest link may be opened by Christmas time.

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A Time For Radio Stations To Keep Cool
("Broadcasting")

Radio, these days, is no business for the faint-hearted.

It doesn't take a survey to conclude that almost everybody's worried about the TV revolution. The broadcaster who isn't in wants in. Or does he? Those who are in are worried about upsetting the existing allocations, and, of course, about red ink and unions and operating problems. The FCC is concerned about allocations and a counterpart of the FM upstairs-downstairs nightmare. The public is distraught about set costs (if they have TV available) and about obsolescence if they buy now. That part of the public that

(Continued at bottom of page 16)

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 :::: TRADE NOTES ::::
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Don Petty, General Counsel of the National Association of Broadcasters, has been elected to the House of Delegates of the American Bar Association, at the organization's convention at Seattle, Wash. The Bar Association's House of Delegates is one of the national body's governing groups. It determines policies and controls administration of the Association.

Commander Donald B. MacMillan has returned from an 8,000 mile Arctic voyage in which he took his schooner Bowdoin further north along the coast of Greenland than on any of his many earlier trips into the far north. In a radio message sent from Battle Harbor, Labrador, to Commander E. F. McDonald, Jr., President of Zenith Radio Corporation, MacMillan said that he had worked through heavy ice to within 11 degrees (about 750 miles) of the North Pole.

Montgomery County's (Maryland) 21,000 school children received a radio welcome Monday from school officials when they returned for Fall classes.

Radio station WGAY presented a 15 minute program, "Radio Assembly - Montgomery County schools" that was beamed to all schools in the county. Ann Swazee, Montgomery-Blair High School student conducted the program and Dr. Elvin W. Broom, Superintendent of Schools, and Brooke John, President of the Montgomery County Board of Commissioners, extended an official welcome.

Price increases on a large number of radio and radio-phonograph models were announced last Saturday by Philco Corp. The company said the adjustments, averaging 2-1/2 percent over the whole line at the retail level, will be effective as of last Monday, Sept. 13.

At the same time the company said Model 1240, a console television receiver with a 12-inch viewing tube, will be increased from \$424.50 to \$439.50, plus excise tax and installation.

Television set production exceeds 4,000 receivers a week, Philco said. "By the fourth quarter of this year", said President William Balderson, "our schedules call for the manufacture of 8,000 television receivers a week."

According to Leonard Lyons' column - "Until he read it in the newspapers, Niles Trammell, President of NBC, didn't know that the Amos 'n' Andy show, one of the oldest shows in the network, was switching to CBS."

A new series of one-hour drama productions elaborately wrought for television on a scale seldom seen before in the new medium will be presented under the auspices of "The Ford Theater" over the CBS Television Network beginning Sunday, Oct. 17 (CBS-TV, 7:30-8:30 P.M., EST).

"The World Today", a column appearing in the Washington Daily News, reports: "New Yorkers who call Bostonians hereafter probably will be broadcasting and not know it. The Long Lines Depart-

ment of A. T. & T. revealed that a radio relay system, using seven hilltop stations between the cities, will carry some conversations. Users of long distance won't notice any difference between land lines and the air waves."

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LEW WEISS IS NEW DON LEE PRESIDENT

Lewis Allen Weiss last week was elected to the presidency of Thomas S. Lee Enterprises in Hollywood, which owns Don Lee network, television station. He had been Vice-President and General Manager of the regional. Willet H. Brown, also Vice-President of the net becomes Executive Vice President of Enterprises; A. M. Quinn, Secretary-Treasurer, and Ray Sandler, attorney, Assistant Secretary.

The new slate of officers followed a court petition to have Thomas S. Lee declared incompetent. Mr. Weiss left for Hot Springs, Va., to preside at quarterly meeting of Mutual Board, of which he is Chairman.

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WHN CHANGES CALL LETTERS; ASCAP SALUTES WMGM

Station WHN in New York, formally changes its call letters to WMGM (Metro-Goldwyn Mayer) in a special three-hour program this (Wednesday) evening, starting at 8 o'clock.

Mayor O'Dwyer will make a brief address and a portion of the program will be contributed by some of the outstanding writers of ASCAP, under the direction of Fred E. Ahlert, President of the Society. Gene Buck, well-known former President of ASCAP, will introduce the Society's writers in the light operetta and musical comedy field, and Deems Taylor, also well-known past President of the Society, will present the composers of serious music.

The second portion - from 9 to 10 P.M. will come from the Hollywood lot of Metro-Goldwyn-Mayer, with which the station is affiliated through common ownership by Loew's, Inc.

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(Continued from bottom of page 14) - "A Time For Radio Stations To Keep Cool"

doesn't have TV wants it. The advertiser, harking back to radio's aborning days, wants preferred position. The agency wants position and sweats over production, costs and commissions.

TV almost overnight is the new sales Valhalla. It has moved faster than the wildest predictions of its most ardent zealots. The cost factors have moved faster too. And the allocations problem, recognized from the start because of the ether hog propensities of video, is much worse than originally envisaged.* * * *

Radio, we say again, is no business for the timid. Those who view TV as a frightening ogre should get out of radio, for TV is radio with eyes between its ears. But the ears of radio - 66,000,000 pairs of them - are the firm foundation of the House of Radio. They will remain so as long as there are programs to which to listen.

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CBM - all ads



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.
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INDEX TO ISSUE OF SEPTEMBER 22, 1948

"Dangerous To Hear All Sides?" Coy Taunts Congress Probers.....1

U.S. Sues For \$735,000 In Alleged Unlawful "Singing Commercial"....2

RCA Asks Reopening Of Record In International Rate Case.....3

Return To Standard Time Next Sunday.....3

Witness Repeats Same TV Warning He Gave FCC Two Years Ago.....4

Accuses Harness Committee With Distortion To Discredit FCC.....6

Large Attendance At Chicago Television Show.....6

New NBC Code Seen Stiffer Than Industry's; First TV Guide.....7

WOL-FM Made Debut Last Monday.....8

Ill. Lt. Gov., Chicago Mayor, Notables At WENR-TV Opening.....9

Senator-Elect Margaret Smith, FCC Frieda Hennock On Radio.....9

CBS Announces 5 TV Affiliates Including Ft. Industry Stations.....10

Philco Challenges A. T. & T. On Private Television Link.....10

RMA Reports Sharp Rise In Cathode Ray Tube Sales.....11

Pilot Corp. Puts Out Portable Video With Tiny Screen For \$99.50...11

Level Of Radio Taste Defended.....12

Dumont Television Station To Launch All-Day Programs.....12

Scissors And Paste.....13

Trade Notes.....15

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September 22, 1948

"DANGEROUS TO HEAR ALL SIDES?" COY TAUNTS CONGRESS PROBERS

There was a quick and vigorous reply from Wayne Coy, Chairman of the Federal Communications Commission to a reprimand administered by the Congressional Investigating Committee headed by Representative Forest A. Harness (R), of Indiana, that two rulings of the FCC dealing with political and with atheism broadcasts were "dangerous and mischievous."

"The Federal Communications Commission has said in a number of decisions that the public interest is served by affording to radio listeners the opportunity to hear differing points of view about controversial public questions over the radio facilities of this country", Chairman Coy retorted. "It is difficult to imagine that it is a dangerous and mischievous business for the American people to hear all sides of public questions. It seems to me that the observance of such a standard by broadcast licensees gives real meaning to the concept of free speech. If we say that radio broadcast licensees may refuse the use of their facilities for the expression of a point of view because they do not share that point of view, we are, by that token, denying the right of the American people to be informed on all sides of public questions over a medium held in public trust for the American people under the law."

The rulings attacked by the Harness Committee were the so-called "Port Huron" and "Scott" decisions. The former held in effect that radio stations have no right to censor libelous or slanderous statements in political broadcasts. This ruling, the Committee said, left broadcasters in "a dilemma of self-destruction, inasmuch as they would be required to answer to the Commission if they eliminated defamatory remarks, and yet might face criminal and civil prosecution under state laws if they permitted such material to go on the air."

The Scott decision has been interpreted as a ruling that time on the air must be given to atheists to reply to religious broadcasts.

As to political broadcasts, Mr. Coy said:

"The question which needs to be settled by an act of Congress is the question of whether the broadcaster is liable under the libel laws of his State -- not whether he can censor or not. The law as it now stands clearly says he cannot censor and in the words of the Senate Committee on Interstate and Foreign Commerce, 'The flat prohibition against the licensee of any station exercising any censorship authority over any political or public question discussion is retained and emphasized,' in the new legislation proposed by the Senate Committee."

With regard to atheism, the Harness Committee charged:

"If the dictum contained in the Scott decision were literally applied, atheists would be entitled to answer each Protestant, Catholic, or Jewish program" and "the apostles of unbelief would

have as many programs as were given to all the religious groups combined."

The alternative left to broadcasters, it commented, would be to refuse to accept any religious programs, a course that would be "advantageous only to the atheists and to the Communists." But unless the FCC actually and unequivocally expunges the "language of its opinions", the Committee said, it will propose remedial legislation when Congress meets again.

Chairman Coy made this comment:

"The Scott decision does not say that when a radio station carries religious broadcasts atheists or persons or groups with similar views are entitled to radio time for the expression of their views. I say this with full knowledge that some persons have misinterpreted the Scott decision to hold opposite views.

"What the Scott decision has emphasized is the principle that a radio broadcast licensee in exercising his judgment as to what is a controversial issue should not deny time over his broadcast facilities for the expression of a particular point of view solely because he doesnot agree with that point of view."

"If the Commission's concept of the operation of American radio in the public interest under the Communications Act of 1934 is questionable, then I urge that this concept be thoroughly reviewed by the appropriate committees of the Congress and thoroughly discussed on the floor of the House of Representatives and the Senate", Chairman Coy concluded. "If that concept is then found to be wrong, then the Communications Act should be amended so as to redefine the standard of the public interest in this regard."

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U.S. SUES FOR \$735,000 IN ALLEGED UNLAWFUL "SINGING COMMERCIAL"

One of radio's singing commercials brought \$735,000 worth of trouble to its owners last week as the United States Government sued in Federal District in Chicago for that amount on the ground that the oft-reiterated musical rhyme was unlawful.

Defendant in the case was the Canadian Ace Brewing company in Chicago.

The suit alleged that the jingle did not specifically state that the Canadian Ace Brewing Company brewed in the United States and not in Canada. The omission, the suit charged, was a violation of a "cease and desist" order issued by the Federal Trade Commission. The order prohibited the brewing firm from using the word "Canadian" in any advertisement unless the copy also stated that the beer was brewed in the United States.

The Government charged 147 separate broadcast violations, and sought a \$5,000 penalty for each of them.

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RCA ASKS REOPENING OF RECORD IN INTERNATIONAL RATE CASE

RCA Communications, Inc., through its attorney, Howard R. Hawkins, has filed with the Federal Communications Commission a further petition which concerns the international rates.

Not long ago the Commission denied the petition of RCA Communications and the other carriers to reconsider its decision, in which the Commission granted a part of the rate increases requested but declined to go above the 30 cent ceiling established at the Bermuda Conference for messages to British Empire points.

The present petition does not ask for a further hearing, it simply requests that the record be reopened to bring the statistics in the record up-to-date.

The Commission, in its recent denial of the request to reconsider the case, pointed out that substantial rate increases had already been granted. However, RCA points out in its new petition its belief that the beneficial effect of the increases previously granted by the Commission will be considerably less than appeared to be the case at the time the hearing was held. In one place RCA points out that the additional operating revenue of approximately \$1,163,000, which the Commission expected RCA to realize, will in fact result in an increase in RCA's annual net income available for return (after U. S. income taxes) of approximately \$75,000 only.

In another place RCA points out that certain additional revenue to be expected from the increases already granted would, even if realized, give RCA an annual return on its investment devoted to public communications service of approximately 3 per cent only.

RCA concludes its petition as follows:

Wherefore, RCA respectfully requests that the Commission

(1) Take appropriate action to reopen this proceeding to admit the new evidence tendered herein, without the necessity for further hearings;

(2) Upon the basis of this new evidence and the entire record, authorize forthwith an increase in rates to 42 cents per full rate word for telegrams to the countries of Asia, Africa and Oceania listed in Exhibit No. A8;

(3) Proceed thereafter with the issuance of a Proposed Report herein, in which consideration will be given to the entire record, including the new evidence tendered in this petition.

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RETURN TO STANDARD TIME NEXT SUNDAY

Most areas and broadcasting networks and stations which have been observing daylight saving, will go back to Standard Time next Sunday, September 26.

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WITNESS REPEATS SAME TV WARNING HE GAVE FCC TWO YEARS AGO

Recalling the famous "I tole you, an' I tole you, an' I tole you" in "Gone with the Wind" was the testimony of J. E. Brown, Vice-President and Chief Engineer of the Zenith Radio Corporation at the hearing of the Federal Communications Commission as to the feasibility of opening the 475-890 mc band to television.

"Certain testimony that I gave to the FCC November 18, 1947", Mr. Brown declared, "is applicable to Issue 1 and I would now like to quote from it: 'Further in the matter of allocations, we have been of the opinion and have so advised the Commission that too few channels have been granted to television, and we have seen no plan devised that will overcome this shortage within the present range of frequencies assigned to commercial television. Moreover, the present television allocations, particularly between 54-88 mc, are so hemmed in by other services that their utility is already greatly impaired. This situation is going to get worse, not better.' The Commission already has, I believe, information concerning interference with television in the 54-88 mc range from hamonics of various kinds of radio stations and possibly other services.

"Of great importance is the fact that signals from television stations in the 54-88 mc range do frequently travel very substantial distances, as for instance, we are at times receiving in Chicago remarkably strong signals from the Milwaukee Journal television station in Milwaukee, Wisconsin. In the same hearing, November 18, 1947, I described in considerable detail the frequent reception in Chicago of many FM stations in the 88-108 mc band up to distances of 600 miles. This type of transmission in the television band will inevitably lead to serious interference between television stations as the television channels become occupied, and it may be that their service areas will be seriously impaired on this account. This simply points to the necessity of more television channels in order to avoid the close mileage spacing between stations that inevitably results in the present allocation.

"We have no direct information on propagation in the 475-890 mc band. It is believed that the observation can be made that if television in the 54-216 mc band is only going to serve out to its 5000 microvolt contour due to co-channel interference, then even if propagation on the 475-890 mc band should prove to be somewhat inferior, service should be at least as good on this band as on the 54-216 mc band. Actually the service might be better because of less interference of all kinds. It is well known that television propagation at 50 mc is better than at 200 mc so that there is already in existence in the present television band a considerable differential in service areas.

"Zenith Radio Corporation is the licensee of experimental television station W9XZC. This station operates on the channel 512-528 mc. Zenith is not in the business of manufacturing transmitters, however it did design and construct among other transmitters, the transmitter used at W9XZC. Within the limits of our own knowledge we see no reason why it should not be practical at this time to radiate

powers of at least 20 KW through the majority of the band 475-890 mc."

The hearing is continuing through the week. Among the witnesses to date have been Donald Fink, representing the Joint Technical Advisory Committee. E. W. Engstrom, Vice-President of the Radio Corporation of America, Thomas Goldsmith for Dumont, and George Adair for Television California, owned by Edwin Pauley, of political fame.

Mr. Brown further recommending the 475-890 mc band, or equivalent appropriate space, told the Commission, in conclusion:

"It seems logical to suggest that the Commission should undertake immediately to set down an adequate program for television's future. The logical processes of such a program would be to determine that wherever the additional channels are located, in view of the progress of the art, they be 6 mc channels; that if the 475-890 mc band is the space available for additional channels, this be so indicated immediately. Television standards for this band should be set up which are identical to those in the 54-216 mc range and operation made commercial. This is the only way by which the Commission can be assured that the 475-890 mc band, if this is chosen, will be actively developed immediately for television.

"An additional factor of major consequence is that of the public investment in television. When new channels are added to the television service many television receivers will become obsolete. Since the November 18, 1947 hearing up to the present time, the public has invested approximately one hundred million dollars in television receivers. The addition of more channels will in a measure obsolete these receivers and, of course, any other receivers that are purchased up until the time the manufacturers are able to provide whatever new channels may be assigned to television by the Commission.

"It is entirely inadequate and incorrect to say that converters will be developed to make television receivers sold and now being sold useable when the 475-890 mc band is added. We do not think that the use of converters will save this situation. I would point out to the Commission that on every occasion when the use of converters has been suggested in the past, they have proven to be a failure. * * * *

"Television in the present state of the art is now on the way to becoming an important new industry. It is still not too late to examine its place in the radio spectrum from the standpoint of setting down the best possible frequency allocation for it. We believe that the spectrum assigned to television at this time is inadequate and perhaps not the best that is possible. Unless additional space is provided only an inferior service can result. If an addition or change is to be made, it is important that this change be indicated at the earliest possible date so as not to disturb the industry at too late a time, and so as to protect the buying public. It is the recommendation of Zenith that the Commission allocate immediately the 475-890 mc band, or equivalent appropriate space in the spectrum, to commercial television, and that it allocate this new space to 6 mc channels using present standards and providing for color transmission if desired.

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ACCUSES HARNESS COMMITTEE WITH DISTORTION TO DISCREDIT FCC

Stating that it is a pity that a Congressional Committee, which sets out to enlighten the public, should stoop to distortion that brings itself and the investigating technique it uses into disrepute, the Washington Post gives the report of the House FCC Investigating Committee, of which Representative Forest A. Harness (R), of Indiana, is Chairman, a rough going over.

"The Select Committee of the House which has been investigating the Federal Communications Commission has done a remarkably fine job of setting up straw men and shooting them full of holes", the Post declared. "But this is about all that can be said for its current report. The extent of the Committee's distortion of the FCC's ruling as to the right of atheists to go on the air may be seen from the following sentence of the report: 'If the dictum contained in the Scott Decision were literally applied, atheists would be entitled to answer each Protestant, Catholic, or Jewish program.' But the hearings before the Committee and the FCC's decision itself seem to us to leave no warrant whatever for such an interpretation.

"What the Commission did say is that atheists should not be arbitrarily excluded from the air merely because they are few or because their views do not conform to those of the broadcaster. Radio, as the Supreme Court has said, 'inherently is not available to all.' But it ought to be managed in the spirit of freedom of speech so far as that is possible. If the broadcaster were permitted to keep any minority group off the air because he did not like its viewpoint, he could scarcely be said to be serving the public interest in a democracy. That basic point in the FCC's decision seems to us to be beyond challenge, and indeed the Select Committee does not directly challenge it.* * * *

"To read into the Scott Decision the absurd notion that the FCC was ordering atheists to be granted time to reply to every religious program is to manufacture controversy where no real ground for it exists. * * *

"In criticizing the Commission for holding that broadcasters have no right to censor libelous or slanderous statements in political broadcasts, the Committee neglected even to mention that the law passed by Congress forbids such censorship. It is a pity that a Congressional Committee, which sets out to enlighten the public, should stoop to distortion that brings itself and the investigative technique it uses into disrepute."

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LARGE ATTENDANCE AT CHICAGO TELEVISION SHOW

Early reports are that attendance is big at the National Television and Electrical Living Show which opened in Chicago last Saturday with industry, educational institutions, the Army and Navy demonstrating some of the latest developments in the field.

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NEW NBC CODE SEEN STIFFER THAN INDUSTRY'S; FIRST TV GUIDE

A strict and definitive code of standards and practices more drastic and binding, it was said, than the code recently adopted by the National Association of Broadcasters, and setting forth positive principles for the governing of both its sound and television programs, was announced for the National Broadcasting Company by its President, Niles Trammell, at the opening of the company's second annual convention at Sun Valley, Idaho, today (Wednesday, Sept. 22).

NBC, in announcing this code, initiates the industry's first set of standards for television.

The NBC document which goes into effect January 1, 1949, includes within its framework not only all the provisions of the NAB code but beyond these a number of other major rules for the operation of the NBC network and the six stations which the network owns and operates.

There are twelve specific changes and additions in the NBC code. Some of these strengthen NBC's already high standards of good taste and moral concept. Others deal with certain prevalent abuses in the presentation of program fare. And still others provide for a smoother every-day operation of the network.

The twelve points follow:

1. Crime and mystery programs. No series of crime and mystery programs is broadcast over NBC before 9:30 P.M., Eastern time, 8:30 P.M., Central time, and 9:00 P.M., elsewhere.
2. New commercial time limitations. Commercial copy is limited by NBC on the same schedule as that in the code of the National Association of Broadcasters, except that NBC adds limitations for commercials in odd-time segments to cover such periods on television.
3. Limitations of commercials in news programs. No middle commercials are permitted on any NBC news program, regardless of length. Commercial time limitations on NBC news programs are more rigid than the NAB standards.
4. What constitutes a commercial? This section specifies when gags, lead-ins, contests, and other program elements become commercial copy.
5. Simulated spot announcements. The use of simulated spot announcements which are divorced from the program by preceding the introduction of the program itself, or by following its apparent sign-off, are to be avoided. To this end, the program should be announced and clearly identified before the use of what have been known as "Cowcatcher" announcements, and the program should be signed off after -- not before -- the use of what has been known as "Hitch-hike" announcements.

6. Reference to products other than those of the sponsor. Any reference in a program to any product or service under any trade name, or language sufficiently descriptive to identify same is, except for normal guest identifications, considered as advertising copy and, as such, a part of and included in the total time allowances as herein provided.

7. Rule governing "warm-up" sessions in studios. Before a program, attended by an audience at the point of NBC origination, is on the air, material presented to the program's guests must conform to the same standards applying to the actual broadcast.

8. Listener-participation procedures. This section details NBC's attitude toward so-called "give-away" programs. NBC will accept no additional programs of the type questioned by the FCC until there has been an opportunity to clarify the questions which were raised.

9. Premiums. This section details the regulations governing the use of premiums and offers on programs.

10. This section details the procedure to be followed in fading a program for non-compliance with NBC policies.

11. NBC Owned and Operated stations' operations. All NBC network program and commercial policies as well as several supplementary policies, apply to the six radio stations which NBC owns and operates.

12. Television. Like radio, television enters the home. Like the motion picture, it adds the impact of sight and motion to sound -- and must be governed by the same rules of good taste and decency that apply to radio and motion pictures. Until definitive standards for the new broadcast medium are codified, NBC holds that the spirit of this manual will govern its television service, even where the letter of its wording does not apply.

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WOL-FM MADE DEBUT LAST MONDAY

Monday, September 20, Radio Station WOL-FM officially sent on the air. It will duplicate all of the programs carried by WOL and operates during the same time periods, 6:00 A. M. until 12:30 A.M.

Operating at a frequency of 98.7 megacycles on the FM dial with a power of 20,000 watts, WOL-FM, owned by the Cowles Broadcasting Company, will provide Washington area listeners with the choice of enjoying the new "One-Stop Dialing" program schedule on either a standard AM or FM radio set.

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ILL. LT. GOV., CHICAGO MAYOR, NOTABLES AT WENR-TV OPENING

Eight hundred of Chicago's leading industrialists, advertisers and civic leaders attended the opening of Chicago's newest television station WENR-TV with a crowd estimated at 10,000 outside in what appeared to be a regular Hollywood premiere last week.

Lieut. Governor Hugh Cross of Illinois, introduced by Edward J. Noble, Chairman of the Board of the American Broadcasting Company, said that "The high esteem that ABC's radio programs hold in the hearts of millions of listeners in Illinois, certainly will be carried over in television with the opening of ABC's newest venture in this field."

Mayor Martin J. Kennelly of Chicago, introduced by Mark Woods, President of the American Broadcasting Company, said that "WENR-TV will most certainly further the cultural development and progress of Chicago."

Mr. Woods stated that "It is the aim of the American Broadcasting Company and of WENR-TV to utilize the marvel of electronics so that WENR-TV may take its place with the many other institutions of which Chicago is justly proud."

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SENATOR-ELECT MARGARET SMITH, FCC FRIEDA HENNOCK ON RADIO

Senator-elect Margaret Chase Smith of Maine, and Commissioner Frieda B. Hennock, first woman to be appointed to the Federal Communications Commission, will speak over the Columbia network in connection with the opening of National Business Women's Week, Sunday, Oct. 10 (CBS, 1:30-2:00 PM, EST). Commissioner Hennock's address was previously announced for 1:45-2:00 P.M., EST. Senator Smith's address will be from 1:30-1:45 PM, EST.

Both women will be addressing the New York League of Business and Professional Women's Clubs at the Hotel Biltmore, and also will be heard by listening groups formed by the 2200 clubs throughout the country comprising the National Federation of Business and Professional Women's Clubs.

Senator Smith, chosen on the Republic ticket in the Main September voting, is the first woman to be elected to the Senate without first having been appointed to fill out an unexpired term. She was previously a member of the House of Representatives.

Commissioner Hennock was appointed by President Truman in May and confirmed by the Senate in June. Prior to her appointment to the FCC, she practiced law in New York City.

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CBS ANNOUNCES 5 TV AFFILIATES INCLUDING FT. INDUSTRY STATIONS

The Columbia Broadcasting System announces it has added five more stations to its Television Network, which is expected to be ready within the next three years.

"First of the latest group of outlets to sign with CBS-TV is WTVO in Detroit", the CBS press release states. "The television station is making arrangements for its broadcast debut, set for Sunday, Oct. 24. WTVO, owned and operated by Fort Industries of which George B. Storer is President, will become a primary outlet in the CBS television system.

"Another Fort Industry television station, WAGA-TV in Atlanta, Georgia, also becomes a primary affiliate of CBS-TV. The southern station's first broadcast day is scheduled for on or about Wednesday, Dec. 1.

"A working arrangement has just been concluded by CBS-TV with still another Fort Industry station, WSPD-TV, operated by J. Harold Ryan, Fort Industry Vice-President, the only television outlet serving Toledo, Ohio, and its environs.

"Similar arrangements were completed some time ago by CBS-TV with WTMJ-TV in Milwaukee.

"In Cleveland, a primary station agreement has been negotiated by CBS-TV with WEWS, Scripps-Howard newspaper-owned television outlet there."

(Editor's Note - An American Broadcasting Company press release referred to WSPD-TV, Toledo, Ft. Industry station, and WEWS, Cleveland as part of the ABC Midwest network stating, "Beginning Sept. 20 ABC will telecast regularly scheduled recurrent programs on a mid-western network consisting of WSPD-TV, Toledo, WENR-TV, Chicago, WEWS, Cleveland, and WTMJ, Milwaukee." A later ABC release said WBEN-TV, Buffalo, had been included. A subsequent National Broadcasting Company release credited WSPD-Toledo to NBC.)

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PHILCO CHALLENGES A.T.& T. ON PRIVATE TELEVISION LINK

Philco Corporation, in Philadelphia challenged the American Telephone & Telegraph Co. in Federal District Court yesterday (Tuesday) over Philco's right to use privately-owned television relay links.

Philco and its subsidiary, Philco Television Broadcasting Co. filed suit to decide whether A. T. & T. can shut off stations from network television broadcasts because they use privately-owned relay with radio broadcasting stations instead of facilities of major companies.

Federal Judge William H. Kirkpatrick set a hearing for Friday morning.

In New York, A. T. & T. said the question raised by Philco is now pending before the Federal Communications Commission and a hearing has been set for next Tuesday at Washington. The Philco Corporation, said A. T. & T. is a party to the hearing.

A company spokesman added that A. T. & T.'s policy had been not to make interconnections with privately operated facilities covering a route where it has its own parallel facilities.

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RMA REPORTS SHARP RISE IN CATHODE RAY TUBE SALES

Indicative of the sharp increase in television receiver production during the first half of 1948, sales of Cathode Ray tubes to set manufacturers rose more than 68 percent during the second quarter over sales in the first quarter, the Radio Manufacturers' Association reported last week.

Second quarter sales of Cathode Ray tubes to equipment manufacturers totalled 267,763, valued at \$6,021,878, as compared with first quarter sales of 158,706 units, valued at \$4,228,340, RMA said. All sales, including replacements, exports, and government agencies, totalled 292,270 units, valued at \$6,524,754, in the second quarter.

During the first half of 1948 Cathode Ray tubes sales to manufacturers totalled 426,469, with a value of \$10,250,218, as compared with sales during the entire year of 1947 of 255,035 units, valued at \$7,218,358.

Total electron tube sales, as reported by members of RMA and the National Electric Manufacturers' Association jointly, aggregated 1,177,502 units with a value of \$13,515,095. Of this total, government agencies purchased \$1,688,777 worth, and exports took \$452,941. These figures do not include radio receiving tubes.

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PILOT CORP. PUTS OUT PORTABLE VIDEO WITH TINY SCREEN FOR \$99.50

A television set selling for less than \$100 made its appearance on the New York markets last week, according to an Associated Press report. It is a 15-pound portable set with a 3-inch picture tube made by the Pilot Radio Corp. of Long Island City, N.J., retailing for \$99.50. The set produces a picture slightly less than 6 square inches in area compared with 52 square inches for sets with 10-inch viewing tubes and 26 square inches for models with 7-inch tubes

Pilot officials said the new set was not intended for viewing by groups but was designed as a "candid, personal set" for use on a desk, in a bedroom, a child's room or for invalids. They added that an attached antenna eliminated the need for special installation.

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LEVEL OF RADIO TASTE DEFENDED

Radio stations are raising the listening taste of the Nation by scheduling good programs following mass appeal give-away shows, Dr. Lyman Bryson, counsellor on Public Affairs for the Columbia Broadcasting System, said at the recent session of the Fourth Annual Radio Workshop sponsored by the Washington Public Schools, Station WTOP and the Columbia Broadcasting System. Two hundred and fifteen persons primarily teachers, registered for the 11-day workshop.

In defending radio, Mr. Bryson declared that the level of taste shown in radio programs is above that of many magazines and newspapers. By mixing mass appeal shows with those featuring good music, drama and discussions, stations are able to do missionary work, he declared. If all programs were pitched on a high intellectual plane, a number of persons never would turn on their radios, he said.

Daily classes were held during the Workshop in radio production, use of radio in the classroom, and script writing. Visiting lecturers discussed educational uses of radio and television.

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DUMONT TELEVISION STATION TO LAUNCH ALL-DAY PROGRAMS

The Dumont Television Network's key station, WABD in New York, will launch full scale daytime operations next month, it was learned Monday.

Dumont officials called it a revolutionary development in television programming, which thus far has been confined principally to night hours except for special events and sports.

Mortimer W. Loewi, Executive Assistant to the President of Allen B. Dumont Laboratories, Inc., said the daytime programs would be presented five days a week, Mondays through Fridays, starting at 7 A.M. They will be in addition to the station's regular evening programs seven days a week.

The programs, he explained, will be designed primarily for house-wives, children and shut-ins. Most of them will be of a type that can be followed merely by listening if a person is unable to watch the screen - and a special signal will be used to summon the set owner to the screen for an outstanding event.

"Searching analysis of the economics of television", Mr. Loewi continued, "indicates that it is impossible for television stations to exist on income derived solely from night-time programs - radio could not do it; neither can television."

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::: SCISSORS AND PASTE :::
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New Tele-Con Called State Dept. Nightmare
(Joseph and Stewart Alsop, "Washington Post")

For more than 80 days, the highest officials of the American Government have been in the grip of the "tele-con nightmare", as one of them has called it. The tele-con machine will accept a message in Washington, scramble it beyond decoding, radio it across the Atlantic, unscramble it and flash it simultaneously onto viewing screens in the London Embassy, the Paris Embassy and General Clay's Berlin headquarters. By this rather horrible magic, the four capitals have been in continuous conversation since the Soviets precipitated the Berlin crisis.

Generally, the tele-con day begins at 11 A.M., which gives Ambassador Lewis W. Douglas just time to gulp down his early morning coffee and hurry to his tele-con room. Often it has continued until long after midnight in Washington, when the dawn is already breaking over Grosvenor Square, the Place de la Concorde and Dahlem.

The men involved become so exhausted that on one occasion Undersecretary of State Robert A. Lovett told the State Department tele-con operator, "For God's sake, tell Lew Douglas it's time to stop; we're not making any sense any more." The ordeal has taken a visible toll of the whole inner circle of policy makers here. But this tele-con nightmare, which hitherto has been so narrowly confined, is now at last likely to burst forth from its guarded chambers and to become a nightmare for us all.

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Skeptical About Radio TV-Field Of GI Employment
(Condensed from Collier's in "Reader's Digest")

An example of training in overcrowded fields is in radio and television mechanics. At the end of 1947 more than 43,000 veterans were so engaged. In Chicago alone, one school has more than 4,000 students enrolled and more than 5,000 others who started but discontinued training. With a charge of \$495 for a 34-week course, this single institution has been providing "GI education" at a rate well in excess of \$2,000,000 a year. In the country as a whole, the cost to the Government for training radio and television mechanics has been about \$40,000,000 a year plus an equal or larger sum in subsistence allowances.

What is the need for new trainees? The Veterans' Administration Occupational Outlook Information file is pretty glum on this subject. Of radio repairmen it says: "The number of jobs and business opportunities will probably be much less than the number of wartime trainees. . . In addition to newly trained civilians, the armed forces trained even more, often in well-rounded, full training programs. Even many highly skilled men may find it hard to make a living or to find jobs."

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The XIVth Olympiad: Some BBC Broadcasting Figures
(BBC Weekly Overseas Press Bulletin)

The XIVth Olympiad in London is now just a memory, but as the dust settles on the arenas it is possible to appreciate the hard work and efficiency that went into the BBC's world-wide broadcasting arrangements.

Here are some of the figures that have just become available:

Planning for the broadcasting of the Olympic Games began nearly two years ago, and planning of the actual Radio Centre at Wembley began eighteen months ago.

Seven hundred and eighty BBC staff were engaged on the Olympic Games broadcasts, including 166 commentators and reporters and 263 engineers of which fifty-three were engaged on recordings. Seventy-five television staff included thirty-five television engineers.

One hundred and thirty-four broadcasters from overseas radio organizations, representing sixty radio organizations in twenty-eight countries were present, which, together with the BBC staff, made the total number of people engaged in broadcasting operations 914.

Languages used in commentaries and reports broadcast from the Radio Centre numbered forty-one.

Average number of broadcast bookings per day: 290 (including 100 live transmissions).

Microphone positions totalled 129, not counting the eight microphones in the new mobile recording car (known as the "Octopus" because it has eight lines and can do eight simultaneous recordings), and the eleven microphones in eleven recording cars, and one microphone on a midget recorder. Nineteen microphones were used for sound effects at the opening ceremony in addition to the thirty-two microphones carrying commentaries.

Recordings which passed through the Record Library at the Radio Centre totalled 6,066.

Transmissions to European broadcasting organizations numbered 545, of which the transmission to Yugoslavia on August 11 was the first direct transmission to Belgrade since the war.

Relays in South America of BBC transmissions were taken by 105 stations, of which eighty-seven took one half-hour period daily and eighteen stations took two half-hour periods daily.

Six thousand inquiries, at the rate of about 400 a day, were answered by the BBC's inquiry desk at the Radio Centre. Most of them were operational questions such as "Has the Dutch girl scratched from the high jump?" or "Is it a fact that the man who won the Marathon in 1904 will be in the stand today?" But other inquiries were more personal, such as "Where can I get a film for my camera - it is a special Chinese one?"

Main meals served daily in the canteen at the BBC's Radio Centre numbered from 1,250 to 1,500 and 3,000 cups of tea and coffee were served daily.

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: : : TRADE NOTES : : :
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David Sarnoff, Chairman of the Radio Corporation of America, is one of those listed in a new book "The Life Stories of 50 Foremost Business Leaders", edited by B. C. Forbes.

At its September meeting the Board of Directors of The Institute of Radio Engineers in New York announced that the Institute's Medal of Honor will be awarded to Ralph Bown.

The Institute Medal of Honor is awarded in recognition of distinguished service rendered through substantial and important advancement in the science and art of radio communication. The recipient of this Medal is named by the Board of Directors upon recommendation by the Awards Committee.

Ralph Bown, Director of Research, Bell Telephone Laboratories, was born in Fairport, N.Y. He was educated at Cornell University, taking a Mechanical Engineering degree in 1913, an M.M.E. in 1915, and a Ph.D. in 1917.

Bond Geddes, Executive Vice President of the Radio Manufacturers' Association is now out of the hospital and well on the way to complete recovery from an emergency appendectomy. He was stricken September 12th on the golf course and underwent an operation a few hours later.

The radio programs of Station WMAL, Washington Star station, ABC outlet, are again being carried by the Washington Times-Herald. They were dropped several years ago by Mrs. Cissy Patterson, publisher of the paper, but were replaced following her recent death.

A new, direct radiotelegraph circuit between the United States and the ancient walled city of Jeddah in Saudi Arabia was opened last week, it was announced by Mackay Radio and Telegraph Co., an operating subsidiary of the American Cable & Radio Corporation. Jeddah is Saudi Arabia's principal port on the Red Sea, and gateway to the country's interior.

The Saudi Arabia terminal of the circuit, an ultra modern radio station which was constructed by Mackay engineers, provides the country for the first time in its history with communications facilities to and from all parts of the world through this connection.

John F. Royal, Vice-President of the National Broadcasting Company, and television program expert, has just written a new book, "Television Production Problems", published by McGraw Hill Co., New York.

A U. S. Senator rolled up his sleeves in the heat at Temple, New Hampshire, last week and went to work on a road gang.

Republican Sen. Charles Tobey, Acting Chairman of the Senate Interstate Commerce Committee through which communications legislation clears, worked with 44 neighbors on Howard Hill Road, continuing a cooperative project begun 35 years ago. The group contributes one day's work a year.

A new theatre television projector of advanced experimental design was unveiled by RCA for the initial Midwest showing of 20-by-15-foot television pictures in St. Louis on September 30.

Some 200,000 citizens are expected to avail themselves of the walkie-talkies within the next few years as this new adjunct to radio is developed.

Complaining that patent medicine advertisements are not given a better position by the newspapers, William Resor, Chairman of the Proprietary Association of America's Committee on Advertising said recently:

"We have had medicine ads in representative newspapers as well as radio commercials gone over carefully and I am glad to say that, by and large, the copy is clean and very honest and certainly not misleading."

Television comes in for a big play in the September issues of both Harper's and Fortune magazines, according to Variety. Harper's article, written by Bernard B. Smith is titled "Television: There Ought to Be a Law", in which Smith poses the theory that "if television is to serve not simply as a source of vusual entertainment but also as an instrument of public information and enlightenment, we must adopt a national policy for guiding its development - and speedily."

Smith's main point is that the FCC, before passing out any channels in the upper frequencities, must first decide whether it wants to perpetuate radio's pattenr of the advertisers controlling all programming. He believes that the Commission, under congressional rule, can demand the advertiser be permitted to buy only the time he uses for his actual commercials, or "in other words, play no greater role in television than he does in newspapers or magazines."

Fortune story, "RCA's Television", is a factual account of the new merchandising policies instituted by RCA for all its TV equipment, through which it hopes to make certain it will recoup the \$50,000,000 already invested in TV.

The Australian Government is considering the possible purchase of television equipment for experimental purposes, according to the American Consulate in Melbourne. Tentative plans involve installation of either two or six transmitters, together with a number of receiving sets, in Sydney and Melbourne.

It is understood that the schedule for tenders will be issued in about 3 months, and that firms interested in bidding will be given from 4 to 6 months thereafter to submit details of the equipment they can furnish.

Acquisition of this equipment is being handled by the Postmaster General's Department, the agency responsible for administering the Australian Government communications.

No one at the municipal airport was surprised when two pheasant chicks popped out of a radio cabinet. Fourteen days before a pheasant's nest had been destroyed by a mower and the hen pheasant killed. The two remaining eggs were placed in the radio. The warmth of the tubes was enough to hatch the eggs. This happened at Aberdeen, S.D.

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Radio — Television — FM — Communications

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Robert D. Heidl, Editor

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INDEX TO ISSUE OF SEPTEMBER 29, 1948

Coy Calling TV Threat To Films Knocks Theatre Owners Cold.....1

Planning In Big Way For Fort Industry Detroit TV Opening.....3

Crosley Buys WHAS, Louisville, For \$1,925,000.....4

Long Time Before Color Television Ready, Craven Tells FCC.....5

Wanted Book On Station Management; Later Wrote One Himself.....6

Hollywood Floodlights For WSB-TV Peachtree Street Debut.....8

Sarnoff Calls Eisenhower's Education Task Great As In War.....9

Dumont Signs Up Don Lee KTSL, Los Angeles.....9

Figures 20,000,000 Still "Have Next To Nothing" In Radio.....10

A. T. & T. Wins Philco Television Transmission Suit.....11

Recording Concerns Seek Pact To End Petrillo Ban.....11

Electronics Firm Head Heard By Congress Un-American Probers.....12

Dr. Louis Cohen, Radio And Cable Expert, Dies.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1844

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

COY CALLING TV THREAT TO FILMS KNOCKS THEATRE OWNERS COLD

One could almost feel the cold chills running up and down the backs of the Theatre Owners of America in Chicago last Saturday when Wayne Coy, Chairman of the Federal Communications Commission, gave them the works on what he believed to be the future of television and told them what he thought it might do to the moving picture business.

"I have always had the deepest sympathy for those who are worried about having the bread taken out of their mouths", the FCC Chairman declared. "The theatermen of America who once worried about the competition from a new house opening across the street or around the corner are now wondering what is to happen to them when every home in the city boasts a television set and becomes a little theater. Can the nation's 18,000 commercial movie houses hold their own with 39,000,000 home theaters?"

"Today there are only 37 stations on the air. There is every indication that in two years from now there may be as many as 400 stations on the air. They will cover the 140 metropolitan areas and some other areas also. * * * *

"You are pondering how you can compete with a diabolical, fiendish screen in the living room that miraculously produces vaudeville, motion pictures, news reels, musical comedy, drama, opera, grand opera, soap opera, circuses, prize fights, football games, world series games, air races -- news and history in the making.

"You are wondering who will stand in the queue, buffeted by the wind, the rain and the snow to see your show when he can see all that without stirring from his easy chair.

"Does television mean curtains for the theater?"

"Admittedly, the victim of technological unemployment is a melancholy figure.

"It would take a heart of stone not to feel a surge of pity for the theater owner who wonders if he is to be the next victim of our machine age. Is he to join those other displaced persons of by-gone days -- the horsecar driver, the town crier, the lamplighter, the carriage-maker, the canal boatman, the hurdy-gurdy man?"

"Are breadlines, soup kitchens and backdoor handouts staring him in the face?"

"Come to think of it, I am beginning to suspect that perhaps you have not invited me here to advise with you because of my present position as Chairman of the FCC. You may be seeking my advice because of the experience I gained during the depression as regional administrator of the WPA."

Chairman Coy said that theater interests have evinced little interest up to date in entering television and that most of the applicants are standard broadcasters.

"These electronic home theaters will not change their billings once a week or twice a week", the speaker continued. "They will change shows daily.

"I foresee the day when television will be the most powerful instrument of communication ever devised, the most universal and most effective purveyor of education, information, culture and entertainment.

"They will boldly invade what has hitherto been the theater's exclusive field. They will exhibit motion pictures on a scale far surpassing the present rate of theater showings.

"The theater is not the only institution brooding over the growth of this electronic juggernaut.

"Sound broadcasting is wondering how long it can retain its customers when television is available to regale two senses for the price of one.

"The world of sports is doing some tall thinking about the prospect of having television turn a whole nation into one vast knot-hole gang.

"Newspaper publishers are mulling changes in format to interest readers who have both seen and heard far more of the biggest news events of the day than a big stable of trained seals can write or them or a large staff of still photographers can show them. Recent televised news events like the political conventions left the newspapers wondering about that old-hat look.* * * *

"Well, for one think, he can look back upon past triumphs over other seemingly potent agents of destruction. The automobile took millions out into the highways and byways. But theater attendance kept growing. Sound radio was highly-touted as the theater's Lord High Executioner. But theater attendance went on to new highs.

"On the other hand, institutions do get rubbed out.

"Who should know better than the moviemen?* * * *

"There the matter stands at the moment.

"The Commission has not received any requests for channels for large-screen theater television on a regular commercial basis. Neither has the Commission been advised of any developments pointing to theater television in the immediate future.

"I hasten to add that any proposals advanced by the theater industry for the use of television channels will be given careful consideration by the Commission.* * * *

"The Federal Communications Commission welcomes any contribution that the exhibitors may decide to make toward the greater utilization of this great electronic discovery.

"I see the next five years as decisive ones in shaping the destiny of television. They will also be decisive ones for the motion picture exhibitors. In that time I am sure that you will plan how you can best serve the American public in this new era of changing conditions. I know that an intensive industry-wide study of television development and the part you can play in it will result in a three-way benefit: to the motion picture exhibitors, to television, and to the American public."

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PLANNING IN BIG WAY FOR FORT INDUSTRY DETROIT TV OPENING

Elaborate plans are now under way for the October 24th premiere of WJBK-TV, one of Detroit's newest and most modern television stations, owned and operated by The Fort Industry Company, of which Commander George B. Storer is President and J. Harold Ryan, of Toledo, Vice-President. WJBK-TV began transmitting a test pattern on Channel 2, 54-60 mc., last Monday. From now on until October 24th, there will be a test pattern daily from 10 A.M. until 5 P.M. which will assist dealers and servicemen in the selling and installation of television sets throughout the Detroit area.

Construction has already begun on completely new and especially designed studios and laboratories for WJBK-TV. These will be located in Detroit's Masonic Temple Building in the heart of the city's entertainment world and completed about January 1st. Twenty thousand square feet of space has been leased for television programming of The Fort Industry Company's Detroit outlet. With a majority of the city's finest concert and light opera presentations emanating from the Masonic Temple, it is the hope of WJBK-TV that many of these programs will be brought into the homes of Detroiters by means of television.

Planning to occupy both the sixth and seventh floors of the Masonic Temple, the site will not only house the studios and offices of WJBK-TV, but also the studios and offices for WJBK-AM and FM. Plans call for two television studios, of ample size, a master control room, and a fully equipped studio control room. The studios will be connected with the television transmitter by means of microwave radio link.

The October 24 opening of WJBK-TV and first broadcasts will originate from the newly constructed transmitter building located in northwest Detroit. One of the opening features will be the hour-long premiere of the Fort Theatre from New York. There will be a 5 kilowatt General Electric transmitter, type TT-6-A. Located adjacent to the transmitter building, a newly-erected, 400 foot tower supports both the TV and FM antennae.

One of the latest and most functional models of a mobile TV unit has been received from the Linn Truck and Coach Company of Oneonta, New York. This unit contains an RCA two camera field chain and a microwave transmitter, by which all remote broadcasts will be relayed to the television transmitter.

Plans are now under way for installation of a "dish" at the 250 foot level of the TV tower. This will enable WJBK-TV to exchange programs with WSPD-TV, The Fort Industry Company's Toledo outlet.

The rise of Station WJBK, both in the field of radio and television, has been rapid. Known for many years as a small, foreign language station, it was only fifteen months ago that an intensive expansion program was begun with the purchase of the station by The Fort Industry Company. All foreign language programs were discontinued as of November 1, 1947.

Commander Storer is a well-known and established resident of Detroit. A pioneer in the field of radio, he purchased the first of a seven station radio group in 1927. This was Station WSPD in Toledo, which has already begun television operations as WSPD-TV. The Company owns directly or through subsidiaries Stations WAGA, Atlanta; WGBS, Miami; WJBK, Detroit; WLOK, Lima; WMMN, Fairmont, West Virginia; WSPD, Toledo; and WWVA, Wheeling, West Virginia.

Concerning the inauguration of WJBK-TV, Ralph G. Elvin, Managing Director of WJBK-TV said:

"Years of research in the fields of science and radio are at last culminating with the realization of television in this vast motor city area. And WJBK-TV fully intends to do everything in its power to bring the finest in both local and network entertainment to Detroiters. Taking into consideration the fact that only one city in the country now has more television outlets than Detroit, we believe it highly probable that this area will have one of the greatest and finest selections of television programs within the industry."

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CROSLEY BUYS WHAS, LOUISVILLE FOR \$1,925,000

WHAS, Kentucky's oldest radio station, yesterday was sold to the Crosley Broadcasting Corporation subject to approval of the Federal Communications Commission.

The purchase price was \$1,925,000, according to Barry Bingham, President of the station and of The Courier-Journal and The Louisville Times. The 50,000-watt station has been operating for twenty-six years in connection with the two newspapers.

If the FCC approves the purchase, the Crosley Corporation will add another major station to its extensive broadcasting facilities which include New York's WINS and Cincinnati's WLW.

A Columbia Broadcasting System affiliate, WHAS holds one of the few clear-channel broadcasting licenses. It also holds permits for frequency modulation, facsimile and mobile-transmitter short-wave operations. It has a construction permit from the FCC for television and has been preparing to go into the television broadcasting.

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LONG TIME BEFORE COLOR TELEVISION READY, CRAVEN TELLS FCC

Judging from the testimony of Commander T. A. M. Craven, Vice-President of the Cowles Broadcasting Company, at the Federal Communications Commission hearing last week, looking into the possibility of expanding of television into the 475-890 mc. band, color television "is something else again", and we may have to wait quite awhile to get it."

"The illusion of color television is an attractive one", Commander Craven told the Commission. "However, it appears it will take a long time of development before it is ready for practical application in the service of the public."

With regard to allocating television to the 475-890 mc. band, Mr. Craven said:

"The Cowles Broadcasting Company does not propose or oppose the adoption of any specific plan of allocation. We are interested primarily in the orderly development of television in such manner that the entire public will receive adequate service. Naturally, we hope to participate in that service at some time."

Commander Craven stated that while it is well known that the upper frequencies will have more spotty coverage than the lower frequencies, it must be remembered that the lower frequencies also have spots.

"In so far as I can ascertain, there is no perfect channel from the standpoint of ideal coverage", the witness continued. "All channels either have ghosts, shadows, tropospheric interference or ionosphere interference to contend with.

"It seems obvious that something must be done now to provide for a better television service to the public than is possible with only the 12 lower channels. The only available spectrum space appears to be between 475 and 940 megacycles. Consequently, we have no other choice at this time."

Prior to reaching this conclusion, the former FCC Commissioner presented two allocation plans. ^{Craven} Plan I calls for 14-mc channels, 33 of them in an expanded UHF band of 470 to 940 mc. Present 6-mc monochrome transmission would be retained, leaving an 8-mc guard band until a color system is developed which would use the full 14-mc channel. If simultaneous color system is evolved the monochrome receivers could still give service by using only the green portion of the color signal.

Craven Plan II calls for 6-mc channels within 500-890 mc for immediate monochrome transmission as now. Space would allow 68 new channels.

Mr. Craven discarded Plan I on grounds that color television is not imminent and any advantages in adoption of a plan providing for ultimate transition to color without future reallocation is outweighed by "serious disadvantages". Among the disadvantages he

listed the assumption in Plan I that simultaneous color would win out over the sequential or any other method, whereby monochrome set obsolescence would be reduced; sales resistance if the public thought color was coming; and plan could not provide for full competitive color system with limited channels.

Wide geographical spacing of Plan II allocations would allow eventual reallocation for color, Commander Craven said. Presently it could provide national integrated monochrome system with communities having as little as 25,000 population getting at least one channel each. Plan II would leave the present operating and under construction VHF stations substantially the same.

At the end of the four day hearings last week, the idea of extending television into the 475-890 mc. band appeared to be gaining favor with a good chance of its adoption.

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WANTED BOOK ON STATION MANAGEMENT; LATER WROTE ONE HIMSELF

In the old days when Secretary of Commerce Herbert Hoover and Inspector William Terrell were handling radio all by themselves, a new reporter asked, "Isn't there a book in which I can read up on this thing?"

"You don't need a book", someone replied. "If you want to know anything about radio, just ask Terrell."

Almost the same question was asked years later by J. Leonard Reinsch, who was to become one of the best known radio men in the country and General Manager of the stations of ex-Gov. James M. Cox, of Ohio, WHIO, Dayton, WSB, Atlanta, and WIOD, Miami, Fla.

"Isn't there some book that tells me how to run a radio station?" Mr. Reinsch wanted to know when he first went into broadcasting. However, apparently not finding what he wanted after he himself had made a success in the business, Mr. Reinsch at the suggestion of two other young men who had done all right, Frank Stanton, CBS President, and Sol Taishoff, Editor of Broadcasting, Mr. Reinsch began the two year task of writing a book, "Radio Station Management" which is to be on the bookstands today (Wednesday, September 29).

Mr. Reinsch writes pretty much as he talks. He has a crisp, interesting and friendly style. Also he gives the impression of knowing the business thoroughly which should make the book a "must" reading for the broadcasters. Likewise, Mr. Reinsch's knowledge of radio is not confined to the commercial side. Mr. Reinsch in his coaching of President Truman proved his ability along other lines although there is no reference to this in the book. Anyone who heard the President's early broadcasts and compared those with his 5-star midnight oration when he accepted the Democratic nomination at Philadelphia, will realize that.

What Mr. Reinsch has to say in his new book about political broadcasts is timely especially as it follows so closely FCC Chairman Coy's appeal to Congress to clear up the question as to whether or not the broadcaster can be held liable for what the politico says under the libel laws of the State without getting Congress on his neck for censoring.

"During a heated campaign you may find your station sued for libel", Mr. Reinsch writes. "Even though you have no right to censor the script, the courts may still decide that you are liable. Station WMMN, in Fairmont, West Virginia, was sued for \$30,000 because of one candidate's unfounded statement against another candidate. The case never went to trial but was settled out of court for \$17,000.

"Defamation by radio may be defined as either libel or slander. Libel, of course, is considered the more serious and in most states it is a criminal offense. Slander involves only civil damages. Decisions of the courts are about equally divided as to whether defamation by radio is libel or slander. In general, however, the most convenient common-law form of action applicable to broadcast defamation is libel. Some states have passed laws protecting radio stations from libel suits. Check your local law.

"One way to avoid suit is to request the script in advance. If some statement appears libelous, point out to the speaker that, although you have no right to censor the material, it would be much better to reword the statement.* * * *

"Well-operated stations have gradually abandoned the broadcast of political announcements -- whether of the chain-break or one-minute type -- and have prohibited political programs in a dramatic form. Such stations accept political broadcasts only in the form of five-, fifteen-, or thirty-minute speeches by or on behalf of the candidate.

"Some stations charge candidates during the campaign and then on the eve of the election set aside a period for use by all the major candidates without charge.

"It is inadvisable to broadcast any political speeches on the day of election. In fact, the Legislative Committee of the NAB, after a discussion with former Senator Burton K. Wheeler of Montana, considered a recommendation prohibiting political broadcasts later than twenty-four hours before the opening of the polls."

"Many stations have made what some consider a serious error in doubling the time cost for political broadcasts. Since one of the candidates will be elected and will be in position to pass on legislation that will affect broadcasting, this policy of 'charging what the traffic will bear' is considered by most executives inadvisable.

"Regardless of the rate charged, the same rate must apply to all candidates for the same office. There should be no rebate by any means -- directly or indirectly -- to any candidate. It is not permissible to charge one candidate and to give the period free to another candidate.

"Also required by law is a record of requests for time and the disposition of the requests.

"To avoid confusion in station operation and trouble with the regulatory body, prior to the campaign assign one individual to handle all requests for all political broadcasts. Set up a record to make a note of all requests for political time - either informal or formal."

The chapter headings of the new book are as follows:

How to Get a Radio Station; How to Judge Network Affiliation; How to Set Up the Organization; How to Use Surveys; How to Handle Union Relations; Program Department; News Department; Engineering Department; Sales Department; Accounting and Traffic Departments; How to Train the Staff; How to Promote Circulation; How to Fulfill Community Responsibility; How to Prepare Renewal and Annual Reports; How About the Future?

The two appendices contain the "WIOD Announcer's Handbook of Policy-Mechanics-Procedure" and "Statement of Policies in Effect at Radio Station WSB".

The publishers of "Radio Station Management" are Harper & Brothers, New York, and the price is \$3.50.

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HOLLYWOOD FLOODLIGHTS FOR WSB-TV PEACHTREE STREET DEBUT

Atlanta's famous "Peachtree Street", which contrary to all reports has refused to be "Gond With the Wind" will be aglow with light tonight (Wednesday, September 29) at the opening of WSB-TV first television station in the deep South.

Politics, which are really taken seriously in Georgia, will be forgotten. Top officials to appear at the invitation of Leonard Reinsch, Station Manager, will be Gov. M. E. Thompson; Gov.-Elect Herman Talmadge; Mayor William B. Hartsfield; R. L. Doyal, Chairman of Fulton County Commission; A. L. Zachry, President of Atlanta Chamber of Commerce; Dr. William Paty, Chancellor of University System, and Miss Ira Jarrell, Superintendent of Atlanta public schools.

Opening day ceremonies will be divided into three segments: official opening, preview of WSB-TV programs and full length motion picture.

During second segment programs to be previewed include: Gilpin Marionettes, "Monkey Business"; a sports show; news, "Pantry Party" and the Sunshine Boys.

The full length feature film is "Cheers for Miss Bishop" with Martha Scott. WSB-TV will operate on Channel 8, 180-186 mc.

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SARNOFF CALLS EISENHOWER'S EDUCATION TASK GREAT AS IN WAR

That our great war general should turn to the field of education was hailed in an address by Brig. Gen. David Sarnoff, Chairman of the Radio Corporation of America, at the convocation last Monday (Sept. 27) of the Jewish Theological Seminary of America conferring on General Eisenhower the honorary degree of Doctor of Humane Letters.

"As one who has had the honor to serve abroad under the command of Dwight D. Eisenhower, General of the Army, I am grateful for the opportunity to join in this welcome to an eminent American", Mr. Sarnoff said.

"Great was General Eisenhower's role as Supreme Commander of the Allied Expeditionary Forces when they broke the terror of the German onslaught. Equally great and urgent is the task that now faces him. Civilization, it has been remarked, has become a race between education and catastrophe. In this conflict the principles of true education are arrayed against the false philosophies which seek to undermine the basic values of our civilization. Today, this conflict is reaching a climax. The crisis calls for inspired leadership.* * * *

"General Eisenhower has seen how technological power can be harnessed to achieve victory in war. He knows, too, that Science can be an even greater force in the preservation of peace.* * * *

"No man could have entered the educational world with a greater knowledge of so many minds, so many peoples, so many arts, as has General Eisenhower. To obtain effective cooperation in the war, among millions of men and women of diverse training and background, was an achievement unparalleled in history. General Eisenhower's deeds emphasize, what this Seminary teaches, the virtues which are common to all good men. Let us, therefore, join with him in unifying these social forces, rather than to dwell upon the minor differences which cause misunderstandings and divide people."

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DUMONT SIGNS UP DON LEE KTSL, LOS ANGELES

The Dumont Television Network has signed the Don Lee television station KTSL in Los Angeles as an affiliate, it was announced Monday.

A joint statement by Lewis Allen Weiss, President of the Don Lee Broadcasting System, and Humboldt J. Greig, Dumont Sales Manager, said the station would be served by film recordings until network relay facilities are extended to the Pacific Coast.

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FIGURES 20,000,000 STILL "HAVE NEXT TO NOTHING" IN RADIO

Addressing the annual convention of the FM Association in Chicago this week, Wayne Coy, Chairman of the Federal Communications Commission, said that about 20,000,000 persons in the United States still had "next to nothing" in radio service.

Mr. Coy noted that while broadcasting service in most big city areas was excellent and that in suburban areas it was usually fair to good, many communities still lacked adequate service.

The FCC Chairman reported that nearly 3,000,000 sets incorporating FM had been distributed, and expressed the view that a receiver with only FM (and not including standard radio) might have a wide acceptance.

Zenith already has such a set and several companies are reported to be making plans to bring out others.

The exhibits at the convention included a simplified, inexpensive FM transmitter which was hailed by Maj. Edwin H. Armstrong, the inventor of FM, as opening grass-roots fields to FM broadcasting. The transmitter costs less than \$3,000.

"This development has opened up all sorts of new broadcasting possibilities", said Major Armstrong. "One can visualize the operation of unsupervised transmitters of a few watts' power, controlled from pulpits, school house assembly halls, and similar places, the transmitter requiring no more attention than the common public address system."

It is believed such a transmitter may well stimulate the establishment of more educational stations which have been kept out of the field because of costs.

Stewart Warner Corporation exhibited a console which prints radio facsimile and provides ordinary radio programs.

The company said it was prepared to manufacture the instruments in volume as soon as demand made mass production practical. Samuel Insull, Jr., Vice-President of the Corporation, said he believed the set could be retailed at a price "somewhere in the \$400 bracket."

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A.T. & T. WINS PHILCO TELEVISION TRANSMISSION SUIT

The Philco Corporation Monday in Philadelphia lost a suit to restrain the American Telephone and Telegraph Company from interfering with its Philadelphia station, WPTZ, sending to and receiving from the National Broadcasting Company certain television broadcasts.

Judge William H. Kirkpatrick ruled that the Federal Court had no jurisdiction in the controversy. He held the matter was one solely for the Federal Communications Commission to decide.

NBC uses A. T. & T. transmission facilities but Philco has its own wire connection with New York. Under a contract with NBC, Philco sends certain of the telecasts originating in Philadelphia to New York and receives some from NBC.

Philco contended that A. T. & T. violated the Federal Communications Act by refusing to accept for transmission over telegraph company lines a program originating at WPTZ and relayed to New York via Philco's radio beam.

Counsel for A. T. & T. said the case should have gone to the Federal Communications Commission.

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RECORDING CONCERNS SEEK PACT TO END PETRILLO BAN

The record companies decided Tuesday in New York to seek a meeting with James C. Petrillo, President of the American Federation of Musicians, in a further step looking toward an agreement that would end the union's ban on the manufacture of new disks. The ban has been in effect since Jan. 1.

Attorneys for the five largest companies - Columbia, RCA Victor, Decca, Capitol and Mercury -- conferred among themselves and then telephoned Milton Diamond, counsel to Mr. Petrillo. They suggested that the meeting be held next Tuesday, but whether this would be convenient for Mr. Petrillo was not immediately ascertained. The union leader was in Chicago yesterday.

The action of the record companies comes ten days after Mr. Petrillo first advanced a proposal for a union welfare fund to replace the one outlawed under the Taft-Hartley Law. His proposal calls for a trustee to administer the fund, which would be financed by fees paid by the companies on each disk they sold. The union stopped disk manufacture when the Taft-Hartley Law prohibited payment of such fees directly to the union itself.

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ELECTRONICS FIRM HEAD HEARD BY CONGRESS UN-AMERICAN PROBERS

Samuel Novick, President of the Electronics Corp. of America last week was questioned in secret session before the House Committee on Un-American Activities which is currently looking into Communist espionage in atomic energy and related fields.

Novick denied under oath that he was a member of the Communist Party and answered all questions asked in what a committee member described as "after a fashion".

His company which manufactures radar equipment boomed during the war years from a \$50,000 outfit to a six million dollar one.

Before going into his own company, Novick was a director of the People's Radio Foundation, which was established by the late Joseph R. Brodsky, well-known Communist attorney.

The Daily Worker of May 3, 1946, carried a message of greeting from Novick. Novick also contributed \$500 to the American-Russian Institute and was a director of it. Courses sponsored by the American-Russian Institute were barred from the New York Public Schools on December 12, 1947.

The subcommittee was inquiring into Communist attempts to steal radar as well as atomic secrets during the war.

The New Yorker's firm produces radios, radar equipment and public address systems.

Representative John McDowell (R., Pa.) said that Novick gave "highly important evidence to corroborate the story we have put together."

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DR. LOUIS COHEN, RADIO AND CABLE EXPERT, DIES

Dr. Louis Cohen, engineer consultant and inventor of many devices in radio and cable telegraphy, died Tuesday of a heart attack at his home in Bethesda, Md. (a suburb of Washington, D.C.) at the age of 72.

Since joining the Bureau of Standards staff in Washington in 1905, Mr. Cohen had become internationally known for his researches into radio and telegraphy. During the first World War he developed for the Navy an instrument that became known as the Cohen receiver. Later he served on several international commissions on communications, and wrote technical books and papers in the general field of electricity.

Mr. Cohen was born in Kiev, Russia, in 1876. Brought to this country as a boy, he attended the University of Chicago and Columbia University, the latter of which conferred on him a doctor's degree in 1905.

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Miami Daily, Radio Station, Merge Newscast Operations
("Editor and Publisher")

Something new in newspaper-radio coordination has been announced at Miami, Fla.

WQAM, the ABC affiliate in Miami, and the Miami Herald, both owned by Knight Newspapers, Inc., have merged their radio news broadcasting departments.

The combined operation will be manned by three WQAM newsmen, but will function in the Herald's news room. The Herald's local, state, AP and INS reports will be used in the preparation of all WQAM broadcasts originating locally. Newscasts will be aired from a studio on the news room floor.

Lee Hills, Herald Managing Editor, added a broadcast department to the paper's news operation four years ago. Since then it has aired three 15-minute newscasts daily as Herald public service features.

Broadcast Editor John T. Bills and his assistant, Newscaster William P. (Bill) Carey go over the new WQAM set up. Bills will be news editor. The third member of the staff will be Gordon Shaw, former newscaster for WJR, Detroit.

The new department will take over the Herald newscasts as well as the 15-minute local newscasts aired by WQAM. Others will be added later on.

Owen Uridge, WQAM's General Manager, said ABC network newscasts now aired in Miami will not be affected by the change. He pointed out that the new setup would provide WQAM with a daily news report of hundreds of thousands of words.

"We're confident that with this much material to work from and the high calibre men we've chosen to man the new department", Uridge said, "we can do a more complete job of newscasting."

"The Herald's main business is news and news is an important part of WQAM's activities. We think it only natural for the two operations both owned by Knight Newspapers, to join forces in this field."

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Dewey Catches Onto The Broadcasting Wrinkles
(Thomas L. Stokes, "Washington Daily News")

Tom Dewey can do things with his eyes and hands that one never suspected four years ago, and has discovered new tricks with his deep and melodious voice which has been pronounced by radio engineers as perhaps the best on any circuit today, with a bottom and a top that register equally well.* * * The Deweys, as always, stage a delayed entrance, walking onto the platform or stage just the right number of seconds before the radio time begins, beaming like a bride and bridegroom in a musical extravaganza.

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Radio Fire Communications Recorded
("Fire Engineering")

Further progress in fire and police radio communications is indicated by the successful application of wire recording to the operation of fire and police radio station WPDI in Columbus, Ohio.

James Harkins, Columbus Superintendent of Police and Fire Communications and his staff, along with L. C. Murphy, representing the Peirce Wire Recorder Corp., developed a dual recording system employing two Peirce wire recorders. The two machines record all incoming and outgoing calls over station WPDI.

The machine is ready to record as soon as a voice energizes the movement of the wire. One two-hour spool of wire lasts 24 hours, according to tests made in Columbus. When one machine has recorded all of its wire, the second one automatically goes on and is ready to record.

The wire is filed for one year in Columbus. It can later be reused since the magnetic erasing feature permits reuse of the same wire indefinitely without a deterioration. It can be transcribed as necessary, or can be stored. It can be replayed at any time.

Since the Federal Communications Commission required complete logging of time on the air, many police and fire radio stations are expected to plan similar installations. Those participating in the Columbus project in addition to Harkins and Murphy are Robert Swepson, chief technician of fire and police communications and George Brannon, assistant chief technician.

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Entertainment Industry Declines To Pre-War Level; TV Grows
(Murray Schumach, "New York Times")

Trapped between rising costs and shrinking attendance, the nation's entertainment industry has been squeezed steadily until it is now well on the way down to its pre-war status. The present decline, a survey indicates, is beyond that of last Summer's lull and may be the most serious manifestation to date of a trend that set in eighteen months ago.

Domestic box-office volume of movies is reported to have fallen between 7 and 12 per cent this year from the same period in 1947. The number of legitimate shows on Broadway is less than for this time last year and several current productions are in precarious financial condition.

Many radio stars are fighting salary cuts, and among the numerous night clubs that have closed are some that never before shut down in warm weather. Decreases in the sale of records, estimated between 10 and 35 per cent from last year, have compelled closing of some plant facilities. Sheet music is off almost 40 per cent.

Television has thus become virtually the only major entertainment field, - with the possible exception of some concert programs - to show continued growth. Yet, despite the accelerated pace of video's progress it has not yet begun operating at a profit."

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⋮⋮⋮ TRADE NOTES ⋮⋮⋮
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John Cowles, Vice-President of the Cowles Broadcasting Company, and publisher of the Minneapolis Star, a member of former President Hoover's Commission on Reorganization of the Government was in Washington last week attending a meeting of the Commission.

Apropos the hearings held in Washington by the FCC looking into the possibility of new television allocations, a subscriber of this service took exception to the following statement which he characterized as "misleading", made by J. R. Poppele, President of the Television Broadcasters' Association, in a recent newspaper television supplement:

"You, the prospective owner of a television receiver, can be sure that the set you buy today will not be obsolete tomorrow or even ten years from now."

"A reason why television sets will not undergo any changes overnight is that the Federal Communications Commission and manufacturers have set standards to be followed by all industry."

"Irresponsible statements such as Poppele's", our subscriber commented, "are not only harmful to the public but unfair to the FCC."

Production of television receivers in the United States will reach the 100,000 a month mark by the last quarter of 1948, it was predicted by James H. Carmine, Vice-President of Distribution, of Philco Corporation, last week, speaking in New York.

In New York City alone, television receivers are being installed in private homes at the rate of 1,000 per day, and this number promises to increase substantially in the weeks just ahead, according to Mr. Carmine. At the same time, television is coming to additional cities across the country, so that New York, while still the nation's television center, will obtain a smaller proportion of new set production than in the early days of the industry, he said.

"Philco television production, already running well above 4,000 receivers a week or 200,000 a year, will step up to 8,000 a week or 400,000 a year by the latter part of 1948", Mr. Carmine predicted. "Philco plans to increase its production to 10,000 sets a week early in 1949. Our dollar volume of television production will exceed our radio business within the next three months. The unprecedented growth of television has not been equalled by any other industry in the nation's history.* * * The potential television audience is 50,000,000 at the present time. By December 31st as many as 65,000 stations may be on the air, with a potential audience of 65,000,000."

Marking another important step forward in television programming, Mr. Carmine announced that Philco would start to televise a series of top Broadway hits in all major television cities in October.

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