

# HEINL NEWS SERVICE

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June 2, 1948

## TRUMAN WILL MEET THE FOLKS; RADIO WILL GIVE HIM BIG LIFT

Admittedly President Truman's biggest asset is his fine friendly way of meeting people and winning them completely. That, of course, is the object of his coast-to-coast trip just getting under way. His next trump card will be radio for the main speeches from Chicago, June 4; Omaha, Nebr., June 5; Seattle, Wash., June 10; Berkeley, Calif., June 12, and Los Angeles, June 14.

The big broadcasts will cover a wide variety of subjects, ranging from displaced persons to the American foreign policy. They are expected to include Mr. Truman's views on reclamation and conservation, defense, public power and other items.

Congress will be in session, and its members will bang back by radio for and against the presidential pronouncements. It will be a sounding board and Congress will use radio in a sort of long distance debate.

President Truman's tussle with the radio would make a story in itself but every one will surely agree that under the splendid guidance of Leonard Reinsch, one of the radio industry's top broadcasters, the President has not only improved immeasurably as a speaker but has really developed a style of his own. There is a man-to-man appeal - a sincerity - and even a pathos in his voice, as was so evident in Mr. Truman's address from Arlington last Memorial Day. It was probably the shortest presidential broadcast in the history of radio but it was unquestionably one of the best.

President Truman would probably be among the first to tell you that he has learned a lot about public speaking from the radio. And don't think he will not use this to the very best advantage on the current trip to the Coast.

The special presidential short-wave radio baggage car built by the Army during the war and recently rebuilt, is being used on the journey to the West Coast. The car has been equipped with the latest and best loudspeaker system the Army's Signal Corps could supply. It was installed at the big Signal Corps depot at Avon, near Lexington, Ky., as a hush-hush job.

The new equipment replaces an old speaker system which the late President Roosevelt used on his train trips. It presumably is better.

With this latest loudspeaker apparatus on hand, Mr. Truman will be able to reach as many persons with his voice as the local Democratic organizations can assemble at train stops.

The car will be a press and radio room on wheels with tables running down either side for typewriters and equipped with loud speakers to bring the voice of the President into the car. Some correspondents will have their own wire recorders.

The President will travel in his private car, the Ferdinand Magellan, a luxurious one built for the use of Presidents by the Association of American Railways in 1942. It has been equipped with a special public-address system so that large crowds will be able to hear the President in his rear-platform talks.

Since the President's trip comes so close to the Republican National Convention, which opens in Philadelphia June 21, many of the reporters will leave the train in Oregon or California and fly back East.

The President, Dewey Long, White House transportation officer said, has made fewer than 15 trips by railroad since he assumed office, as against 399 by the late Franklin D. Roosevelt. His only long journey over the rails was the one last June to Canada.

All of Truman's other long trips have been by plane or aboard warships or the yacht Williamsburg.

The White House took new steps Tuesday (June 1) to make a "non-political label stick to the President's Western trip.

For weeks, according to the United Press, it has been expected that key figures of the Democratic National Committee would accompany Mr. Truman, but the White House announced yesterday that only the President's immediate staff will be with him on the long cross-country trip which is to start Thursday night.

Mr. Truman will be accompanied by his two secretaries, Matthew J. Connelly and Charles G. Ross; Clark M. Clifford, counsel to the President; Charles Murphy, Administrative Assistant; Brig. Gen. Wallace Graham, the White House doctor, and the presidential military, naval and air aides.

At one time, Senator McGrath (D), of Rhode Island, Democratic National Chairman, expected to make the trip. He sat in on a number of conferences with the President involving the proposed itinerary. Mr. Ross said yesterday, however, that Mr. McGrath will not go. He gave the same answer when questioned about John M. Redding, Publicity Director for the Democratic National Committee, who at one time was reported in party circles as scheduled to make the trip as an observer.

Mr. Ross repeated that the White House attitude toward the trip is non-political. He emphasized that none of the President's five major speeches or his back platform appearances would be under political auspices.

"This trip just grew", Mr. Ross said, pointing out that originally the President had planned just one speech - at the University of California at Berkeley - on June 12. Later, he said, other stops were added in response to invitations.

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KOBAK SAYS FM DUPLICATION OF AM MBS PROGRAMS UP TO STATIONS

Edgar Kobak, President of the Mutual Broadcasting System, has announced, following the annual meeting of the Mutual Board of Directors in Los Angeles that, after a review of its policy with respect to the duplication by affiliates of AM programs over FM facilities, Mutual had decided that its affiliates should have complete freedom to duplicate any or all of the network programs on their FM stations.

"Mutual does not believe there is any necessity for forcing its affiliates with FM stations to carry every commercial AM show or none at all," said Mr. Kobak. "In some instances I am sure that any such restriction would work a hardship upon the affiliates, particularly so if their FM facilities are operating on a shorter schedule than their AM."

"We think that each individual station will voluntarily give our advertisers an even break, and it is definitely our feeling that station managers will be able to program their FM schedules much more advantageously if they are allowed more latitude. We feel confident that the resultant better-balanced programming will be of much greater benefit to the listeners and all concerned than the scheduling which might otherwise result, and we believe that our policy will be helpful in furthering the development of FM."

The policy will, Mr. Kobak added, be necessarily subject to review from time to time.

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RADIO NEWS MEN NOW ELIGIBLE FOR PRESS CLUB

The National Press Club membership voted in special meeting last Friday to welcome radio press writers into the fold.

Unanimous consent on the proposed amendment to the NPC constitution was announced last Friday night by Truman S. Felt, Press Club secretary. A preliminary survey, Mr. Felt said, showed that 30 to 35 such writers in this area are eligible to apply for club membership.

The amendment makes membership open to "those whose principal work involves the gathering, writing or editing of news for dissemination by radio, television or facsimile."

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Britain's telecommunications research center at Great Malverne, England, is developing a hand radar set which in future years may "enable the blind to see." Supply Minister G. R. Strauss, speaking at an exhibition at the research establishment last week, said that with the set a blind person could cross a busy street safely.

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RCA TO INSTALL ULTRA-HIGH FREQUENCY TV STATION IN WASHINGTON

Plans for a new exploration of radio frequencies above 500 megacycles as a medium for the expansion of television broadcasting were announced last week by Dr. C. B. Jolliffe, Executive Vice-President in Charge of RCA Laboratories, as the Radio Corporation of America applied to the Federal Communications Commission for the necessary license to proceed with the new experiments.

"Results of the tests", Dr. Jolliffe said, "should provide further information on the problems involved in the development of television on frequencies above 500 megacycles, and if successful will be a major contribution to the expansion of this service to the public."

The new experimental station will be installed at the Wardman Park Hotel in Washington, location of the National Broadcasting Company's commercial television station, WNBW. The simultaneous operation of these two stations on 67 megacycles and 510 megacycles, Dr. Jolliffe pointed out, will give engineers an opportunity for the first time to compare the service possibilities of ultra-high frequencies with those of the present lower-band commercial frequencies.

Should these new experiments reveal that expansion of television into the ultra-high frequencies is practicable, a simple and inexpensive adapter can be provided for present television sets. Such a device will enable these sets to receive programs broadcast on the higher frequencies, as well as on the present television wave-band.

Transmitting equipment for the tests has been completed, Dr. Jolliffe said, and installation will begin as soon as the FCC authorizes construction. It is expected that tests will commence about September 1, 1948.

The Washington experiment is a continuation of a long-range research program of RCA Laboratories to determine the usefulness of ultra-high radio frequencies for television, Dr. Jolliffe said. In the past, he continued, RCA has carried out tests on 288 megacycles, 500 megacycles, and 910 megacycles, but the Washington project will be the first to be conducted with television programs produced by an existing commercial station.

With numerous other services seeking additional frequencies, Dr. Jolliffe said, the only part of the spectrum in which additional channels for television can be found is between 475 and 890 megacycles which already has been set aside by the Commission for future development of television. Little is known of the characteristics of these frequencies as a medium for television signals, hence it is necessary to carry out comprehensive tests such as those now planned by RCA and NBC to determine how the frequencies can best be utilized to provide maximum service to the public.

In Order to conduct complete field-test comparisons with the low-band (67 mc) transmissions of WNBW, RCA Laboratories will design simple converters for the use of engineers and other observers. These devices, when attached to standard television receivers, will make it possible to compare the reception of programs as they are transmitted simultaneously on both low-and-high-band channels, thus affording a constant check on the transmission characteristics of the two bands.

The transmitter will produce an effective radiated power up to 25 kilowatts. With this power, engineers can make field strength surveys of a 500-megacycle broadcast service under all conditions of urban, suburban and rural areas, and over all kinds of terrain, an accomplishment heretofore not possible.

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FCC CHAIRMAN WILL RECEIVE HONORARY DEGREE

Wayne Coy, Chairman of the Federal Communications Commission, will deliver the principal address at the commencement exercises of the College of Music of Cincinnati tomorrow night (June 3). As a concluding formality of the ceremonies the College of Music will confer upon him the honorary degree of doctor of music.

The Board of Trustees invited Mr. Coy to the seventieth anniversary commencement of the college because of the historical significance attached to the occasion which marks the first graduation of a radio class receiving the Bachelor of Fine Arts in Radio Education, a degree authorized by the Department of Education of the State of Ohio in October, 1946.

The Radio Department of the College of Music has pioneered a successful course during the past ten years under the direction of Uberto T. Neely, who has developed a rigorous curriculum which is taught by a faculty drawn from the staffs of WLW and WSAI, the University of Cincinnati and the advertising and radio departments of Proctor & Gamble, according to the Cincinnati Times-Star.

Since its inception the Radio Department has been encouraged and assisted by James D. Shouse, President of The Crosley Broadcasting Corporation and a member of the Board of Trustees of the college. In 1941 the destiny of the department was assured by the gift of the Henrietta Billing Studios by Mrs. Helene V. B. Wurlitzer, also a member of the Board. Enrollment has constantly increased and currently 100 students are engaged in pursuing the RFA courses.

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ORAL ARGUMENT SCHEDULED RE TIME RESERVATION IN STATION SALES

The Federal Communications Commission scheduled Oral Argument for June 28, 1948, on its proposed rule making of April 14, 1948, concerning special rules relating to contracts providing for reservation of time upon sale of a broadcast station. Comments filed by interested parties prompted the order.

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## IF FCC LADY ESCAPES THE G.O.P. SQUEEZE SHE MAY BE CONFIRMED

If Miss Frieda B. Hennock, New York lawyer and Democratic party worker, first woman ever to be nominated to the Federal Communications Commission, is not ear-marked by the Republicans in their plan to hold up the confirmation of the major appointees until after election, there seems to be a chance of her confirmation despite grumbling at so obvious a political appointment, and Miss Hennock reportedly having said that the nearest she has come to a radio is listening to it. Miss Hennock, in addition to her unquestioned ability as a lawyer, it seems has distinguished herself for her success in passing the hat for political contributions in the campaigns of Mayor O'Dwyer of New York City and President Roosevelt. In return, she has had the personal blessings of His Honor and Boss Edward J. Flynn of the Bronx.

All of which is not expected to help her much with the Republicans on Capitol Hill, especially at this time when their aim is to keep open as many major governmental posts as possible until next year in the belief that a Republican President, if one is elected in November, should have the privilege of filling them.

Through a tacit understanding among Senate committee Chairmen, the policy has been partly in effect for some time. It was re-emphasized by the Senate Republican Policy Committee at a meeting last Saturday with the probable result that the Senate will confirm few of President Truman's appointments from now on.

A secondary consideration in Saturday's determination, according to members who attended the closed meeting, was the lack of time for adequate committee hearings on appointments before June 19, the goal for adjournment.

As a precedent for the policy, Republican leaders dug up the record of the Senate in 1932, the last year of Republican President Herbert Hoover's term. It showed that 1,727 of Mr. Hoover's 2,903 appointees went unconfirmed. Then the Senate was composed of forty-five Republicans, forty-seven Democrats and one Farmer-Laborite.

Now pending before Senate Committees are more than 1,000 civilian appointments, all except about 200 of them for various post-masterships.

Among the other appointments likely to be held up, in addition to that of Miss Hennock, are Thomas C. Buchanan of Pennsylvania to the Federal Power Commission; James Boyd of Colorado to be Director of the Bureau of Mines, and Richard B. McEntire of Kansas to the Securities and Exchange Commission.

If the Republican lid has not been clamped down, the nomination of Miss Hennock is following the routine of other appointments. Having been referred to a subcommittee of three of the Senate Interstate Commerce Committee - Senators Brewster, Maine; Capehart, Indiana, Republicans, and Johnson, Democrat, of Colorado, the nomination is being considered by them, and their recommendations will be

referred back to the main committee of which Senator Wallace White (R) of Maine is Chairman. The Committee meets tomorrow (Thursday, June 3) in full session but at this writing and upon checking at the Capitol, it does not look as though Miss Hennock's name will be brought up for confirmation - but then, almost anything can happen.

There is not really much rush about confirmation as the term of FCC Commissioner Clifford Durr, whom she succeeds, if named, will not expire until the end of this month. The National Conventions, however, are putting a lot of pep into things on the Hill. Should the Senate Committee, for party reasons, decide to block the nomination for this session, it is believed President Truman would give Miss Hennock a recess appointment. She could then serve on the FCC until the next Congress convenes in January. Once the new Congress meets, however, the interim appointment will expire and a new nomination (or renomination) would be made for the full seven-year term.

Then Miss Hennock's fight would have to begin all over.

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WSB, ATLANTA, GIVES FACSIMILE DEMONSTRATION

A display of the facsimile transmitter of WSB, Atlanta, electric typewriters and home recorder units was installed in the lobby of the Atlanta Journal last week for a public viewing.

WSB, of which J. Leonard Reinsch, General Manager of Governor Cox's broadcasting stations in Atlanta and other cities, and the Journal, with which the Georgia station is affiliated in ownership, published complete facsimile editions of the newspaper. Walter Paschall, WSB news editor, was on hand to answer queries of spectators.

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RELAY LEAGUE, RADIO CLUB WILL CONVENE

The Washington Radio Club and the Amateur Radio Relay League, Atlantic Division, will hold a convention this week-end, beginning with registration at 9:30 A.M. on Saturday at the Hotel Statler.

The all-day meeting Saturday, June 5th, will include operational activities and technical sessions.

On Sunday, the amateur radio groups will continue their program with a transmitter hunt, and visits to stations of local "hams", the Red Cross emergency station, Naval Reserve station at the Naval Gun Factory and the WTTG television station.

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NBC OFFERS TO LEASE FOREIGN FACILITIES TO GOV'T FOR \$1-A-YEAR

*Werner*  
In order to achieve maximum security and efficiency in the Government's short-wave broadcasting operations, Congress itself must step in and put an end to the present divided responsibility for their conduct, Charles R. Denny, Vice-President and General Counsel of the National Broadcasting Company today (June 2) advised the nation's lawmakers.

Congress must establish a definitive policy for the conduct of short-wave broadcast operations of the United States, Mr. Denny asserted.

"In the final analysis", Mr. Denny said, "there are two basic alternatives. The first is to re-establish complete private operations. The other alternative is complete government operation. Congress must choose between them."

Mr. Denny offered to Congress recommendations by Brig. Gen. David Sarnoff, President of the Radio Corporation of America and Chairman of the Board of the National Broadcasting Company, that all international broadcasting operations be unified in a Government controlled foundation or in one of the departments of the Government. These recommendations were first made by General Sarnoff to Secretary of State Cordell Hull in 1943 and again to Secretary of State Marshall on May 5, 1947.

"If this were done, the National Broadcasting Company", he revealed, "is prepared to lease its three 50-kilowatt short-wave stations to the Government or to a Government-controlled Foundation for one dollar a year and withdraw from the field of international broadcast programming."

"If on the other hand", Mr. Denny added, "if the Congress should decide to maintain the present system of operations - or any similar system in which private companies participate with the Government - NBC will continue to cooperate in every possible way. Our Company believes that international broadcasting, conducted on an effective scale, can contribute importantly to international understanding. To this end, the services and facilities of our company shall always be available to assist the Government in carrying out its present information program."

Mr. Denny testified before the Joint Subcommittees of the Senate Committee of Foreign Relations and the Senate Committee on Expenditures in the Executive Departments which were continued from Tuesday, June 1. His statement was made available for inclusion in the record of the Subcommittee on the State Department of the House of Representatives Committee on Expenditures in the Executive Department. Both subcommittees are investigating several scripts broadcast by short-wave in Spanish to Latin America by NBC under State Department contract. Some members of Congress have raised objections in no uncertain terms to these scripts.

Mr. Denny pointed out that the objectionable broadcasts constituted but a fragment of NBC's international short-wave broadcasts since their inception in 1929, actually less than one-third of one per cent of the present total. He declared emphatically there was no evidence of disloyalty or sabotage on the part of Rene Borgia, writer of the scripts in question, and Alberto Ganderó, Borgia's supervisor at the time. Both the writer and the supervisor, Mr. Denny pointed out, had been checked for loyalty by appropriate governmental authorities before being employed by NBC.

"The great task NBC has undertaken and successfully carried out by its participation for many years in the 'Voice of America' project has been obscured by confining consideration to the particular program series under discussion", Mr. Denny pointed out... What I am saying does not, of course, condone the fact that objectionable material was broadcast. It does indicate that we are dealing here with a small fragment of overall activity. The criticism which has been justly made of parts of that fragment should not obscure the scope and value of the overall job."

Explaining the procedure under which the scripts in question, part of the "Know North America" short-wave series, were broadcast, Mr. Denny pointed out that Ganderó, who assigned Borgia to write the series and was responsible for reviewing the scripts, was a trusted employee of the NBC and had reviewed earlier scripts in this series which had won the commendation of the State Department. When it later developed that the writing and reviewing responsibilities had not been carried out properly, Borgia was dismissed and Ganderó was demoted and eventually resigned. Mr. Denny also presented the committee with communications from Borgia which placed the beginning of his actual direct employment by NBC in September, 1947, and not earlier, as Borgia had previously testified.

"In justification of the scripts he had written", Mr. Denny pointed out to the Senators who have joined with Congressmen in criticizing them, "Borgia took the position that the material considered by us to be objectionable was in good taste in the Spanish idiom and that none of this material would be regarded by a Latin American audience as reflecting any disparagement on the United States. At the same time, he stated orally and by a letter written just before he was dismissed, that nobody - and I quote - 'ever suggested that I should say anything objectionable.' He also stated that his instructions from Ganderó were that the program should be in a 'light vein.'

"Taking Borgia's own testimony, his position appears to be entirely inconsistent. On the one hand, he defends as perfectly proper and inoffensive the passages in his scripts which we and members of Congress have found objectionable. He admits that he created these passages and that nobody at NBC suggested to him the language used in these passages. Yet he disclaims all responsibility in connection with the criticism which these passages has aroused on the ground that he was merely acting under instructions from Ganderó."

"From all the foregoing facts", Mr. Denny continued, "it appears clear that the difficulties encountered with the program under discussion have arisen from the division of responsibility between

NBC and the State Department. This division of responsibility is reflected in our basic programming contracts with the State Department whereby NBC is reimbursed by the Government for its cost of operation. Under these contracts, the State Department agrees to 'provide NBC with general directives for each program, indicating the general character of the programs and designating whether they are to be dramatic, music, news, etc. and fixing the length, time and date of broadcast.' The State Department, of course, also determines how much money is available and can be spent on a particular program. It is NBC's responsibility to produce and broadcast the programs in accordance with the general specifications which the State Department has laid down, and within the limitations the State Department has fixed for that program. Every effort is made to work these problems out by frequent consultations. But, such consultations are not a substitute for centralized responsibility. It is our feeling that the present type of divided responsibility does not and cannot provide a completely satisfactory basis for operations."

NBC has taken a number of steps, Mr. Denny went on to say, to guard against a repetition of the present incident. Additional personnel is being engaged to provide for an independent review of scripts. In addition, he suggested that the State Department institute its own independent check.

"The basic question that Congress will have to decide", Mr. Denny said, "will be: Shall the short-wave operations of the United States be the 'Voice of America' or the 'Voices of Americans.' A return to private operation inevitably means no coordination in programming activities. It means a wasteful duplication of facilities and it means a sharp curtailment in the activity because private industry, without government funds, cannot support short-wave operations."

With the opening of the Senate hearings yesterday (June 1) Senator Smith (R), of New Jersey, presiding, said the objective of the hearings were to determine how the "Voice of America" can be "strengthened and protected" against mistakes or misuse.

"With the European recovery program under way", Senator Smith said, "it is vitally necessary that the truth be told to the world about our country to offset the vicious anti-American propaganda that is now being carried on, and the misrepresentation as to America's true purpose in the present attempt to cooperate with the other nations of the world."

Assistant Secretary of State George V. Allen, who has charge of the "Voice" programs, but who did not take charge of same until March 30, well after the broadcasts in question, was the first witness before the Subcommittee on Tuesday, June 1, said that the State Department surrendered supervisory control over the broadcasts in order to concentrate its own efforts on programs beamed to countries behind the iron curtain. He said the Department had "overall responsibility" for the Know North America" series beamed to South America but that it doesn't have funds or people for close supervision.

Secretary Allen requested Congress to clarify the Department's responsibility for overseas broadcasts. He said the service could expand if a requested 27 million dollars for the year beginning July 1 is approved.

DORMITORY FOR WAR CHILDREN DEDICATED IN GEORGE POLK'S MEMORY

The Foster Parents Plan for War Children last Friday announced that it has dedicated a dormitory in London to the memory of the late George Polk, CBS chief correspondent for the Middle East who met a tragic death recently in Salonika, Greece.

The dormitory which accommodates 30 children is in the Foster Parents' Eastwick, London, hostel, The Sanctuary. Its renaming honors Mr. Polk's efforts in behalf of children victimized by World War II.

Mrs. Edna Blue, International Chairman of the Foster Parents Plan in New York last Friday said Mr. Polk had taken a keen interest in the youngsters, was a Foster Parent himself, and had made a generous contribution last December for children sheltered at The Sanctuary. These children, she said, come from various European countries and include only a few English war orphans.

Mr. Polk's contribution, it was stated, will be used to obtain bicycles for children doing messenger and errand work.

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SEN. TOBEY AND MRS. RABENHORST MARRIED

In a quietly arranged ceremony in Calvary Baptist Church in Washington, D. C., Senator Charles W. Tobey (R), of New Hampshire, acting Chairman of the Senate Interstate Commerce Committee which handles radio, and Mrs. Loretta C. Rabenhorst of Washington, were married last Wednesday (May 26).

The ceremony at 1:30 P.M. was performed by the pastor of the church, the Rev. Dr. Clarence W. Cranford, and a luncheon followed at the Army and Navy Club. Senator Tobey is 67 and Mrs. Tobey acknowledges to being in her '50s.

Only members of the two families and a few close friends were present. The family included Senator Tobey's sister, Mrs. Doris Brown of Wilton, Conn.; two of his four children - Charles Tobey, Jr. and Mrs. Sterling Dean, the former Miss Louise Tobey, who was the bride's only attendant. The bride's three sons, David, Forrest and Daniel Rabenhorst, attended with their wives.

Following the wedding luncheon, Senator Tobey and his bride went to New York on a 10-day honeymoon. The bride is a former Washington school teacher, retiring in 1942 after 18 years in public school.

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## 85TH ANNIVERSARY OBSERVED OF FOUNDING OF ARMY SIGNAL CORPS

The 85th anniversary of the founding of the Army Signal Corps was observed at Fort Monmouth, N. J. last Friday with a parade and ceremony in which eighty chief executives of the nation's leading communications industries participated.

After a review of 6,000 troops, Brig. Gen. Francis H. Lanahan, Jr., Post Commanding Officer, received the Legion of Merit and Oak Leaf Cluster for exceptionally meritorious performance of duty. The presentation was made by Gen. J. Lawton Collins, Deputy to Gen. Omar Bradley, Army Chief of Staff.

Among the heads of communications concerns present were: Brig. Gen. David Sarnoff (Reserve); Radio Corporation of America; Sosthenes Behn, I. T. & T. Corporation; W. A. Buck, Radiomarine Corporation of America; H. H. Buttner, Federal Telecommunications Labs., Inc.; S. T. Caldwell, Federal Telegraph and Radio Corporation; E. M. Deloraine, International Telecommunications Labs, Inc.; J. L. Egan, Western Union Telegraph Company; H. C. Ingles, RCA Communications, Inc.; Stephen D. Lavoie, Lavoie Laboratories; Dwight G. W. Palmer, General Cable Corporation; Kenneth E. Stockton, American Cable and Radio Corporation; George L. Van Deusen, RCA Institutes, Inc.; and Leroy A. Wilson, American Telephone and Telegraph Company.

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## FCC REVISES SUNRISE AND SUNSET TIME TABLE

The Federal Communications Commission amended Section 26 of its Standards of Good Engineering Practice Governing Standard Broadcast Stations to revise its table of average sunrise and sunset times for different months in different cities, for which daytime or limited time AM stations or stations using directional antennae at night or different directional patterns day and night were governed. By so doing between 300,000 and 400,000 cities were added not formerly included.

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## RMA AND NAB AWARDED TROPHY IN "VOICE OF DEMOCRACY" CONTEST

The Radio Manufacturers' Association and the National Association of Broadcasters, as joint sponsors of the "Voice of Democracy" contest conducted during National Radio Week last year, were awarded a Silver Anvil Trophy last week by the American Public Relations Association.

The award was made, the APRA said, for "achievement in public relations with especial emphasis upon the use of radio and television". It was one of nine trophies and a number of certificate of achievement awards presented by the APRA at the conclusion of its four-day Public Relations Institute at American University, in Washington.

The Silver Anvil was accepted for RMA by James D. Secrest, Director of Publications, and for NAB by Robert K. Richards, Public Relations Director.

(Continued on Page 16)

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Believes Impossible For State Dept. To Direct World Programs  
 (Walter Lippmann in "Washington Post")

Anyone with experience in journalism could have told the State Department and several of us did, that it would get into trouble if it took responsibility for radio programs. That is because it is a technical impossibility for the department to direct or to supervise broadcasts to all parts of the world in dozens of languages on all kinds of subjects.

For how is it conceivable that officials of the department can read all the scripts before they are broadcast? How can they know what has happened to the scripts when they have been translated into foreign languages? How can they know what they sounded like when the broadcasters had supplied their own personal inflections and emphasis?

In the case of the scandalous, and perhaps malicious, broadcasts to Latin-America, the Voice of America seems to have been Mr. Rene Borgia of Venezuela and a Mr. Alberto Gandero, who is now working in Cuba. Obviously their broadcasts were not "supervised" successfully. But where are we going to find the all-seeing eye and the all-hearing ear which will supervise hour by hour what the Voice of America says to the world in Spanish, Portuguese, French, German, Italian, Czech, Hungarian, Polish, Romanian, Greek, Finnish, Swedish, Norwegian, Arabic, Chinese - or even in English?

Mr. George V. Allen, the Assistant Secretary of State, who now chaperones the Voice of America, had nothing whatever to do with the scripts which have aroused Congress and the public. Mr. Allen was our Ambassador in Iran when they were broadcast. But from now on he will be responsible, and so he really ought to consider whether he could, as he says in his letter to Senator Smith of New Jersey, "supervise the programs" if he had "the authority and the machinery for supervision." What authority and what machinery would he like to have in order to discharge successfully the responsibility of supervision? It will take some machinery to enable Mr. Allen to supervise Mr. Richardson of NBC who was supposed to supervise Mr. Gandero who was supposed to supervise Mr. Borgia.

My own view is that the Voice of America to the outer world should be the voice of the President of the United States and of the Secretary of State, and that to let anyone else call himself the Voice of America is certain to diminish, not to enhance, the prestige and influence of the United States.

I think it absurd that the Voice of America, an official organ of the Department of State, should be heard around the world singing songs, cracking jokes, entertaining the kiddies. It is arguable that a summary of the news from the press associations should be broadcast, and that the Government could facilitate such broadcasts. But I do not believe that this country can conduct an official propaganda of ideology, doctrine, and opinion. For this country, being truly a free country, does not have any such thing as an official ideology, an official doctrine and an official set of opinions.

George Polk Perhaps Killed By Communists  
("Washington Post")

The cooperation extended by the Greek government should put at rest the premature criticisms that have arisen in connection with the murder of George Polk, Columbia Broadcasting System correspondent, whose trussed body was found in Salonika Bay. Mr. Polk was killed only a few days after he had set out to interview the Greek Communist leader, General Markos. A committee of the Overseas Writers Club is now inquiring into the death, with the assistance of Gen. William J. Donovan, wartime OSS chief.

If the Rightists in the Athens government, meaning the extremists of the Populist Party, were responsible for the death of Mr. Polk, it may be taken for granted that the two Liberal Ministers in charge of the investigation, those for Public Order and Justice, would, in the circumstances of Greek politics, be eager to track down the evidence. But why should the Populists want to bump off George Polk? We raise the question as a newspaper which from time to time has been critical of the action or non-action of the Populists. But in our view nothing that Markos might have said to George Polk and nothing in George Polk's name or work could have caused such trepidation in Populist ranks as to warrant his murder.

The inquiry may or may not shed light on an affair which cut short a promising career. It must always be borne in mind that Greece is grappling with a rebellion, and that, in consequence, on-lookers are apt to get hurt in the normal way of going about their business. After their recent reverse the Communists decided as a diversion to use assassination as a campaign tactic, and managed to kill the Minister of Justice, Christos Ladas. It may well be, therefore, that George Polk was killed by the Communists themselves, if not to cause an embarrassing incident for the government then as a sacrifice during a pursuit in Salonika Bay.

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S. America Takes It (Give) Away  
("Variety")

A sudden order, given by General Peron himself, last week axed all cash prizes to participants in quiz programs on Argentine networks, seriously affecting the Kolynos and Colgate shows on Radio El Mundo.

Surprise move stemmed from Peron's intention to encourage the people in postal saving habits, and in future all radio awards to participants in quiz programs must be made in the form of postal savings stamps. Oscar Nicolini, Administrator General of Posts and Telegraphs, is also Chairman of the Postal Savings Bank, and as postal administrator, is also in control of all radio matters.

Nevertheless the Postal Savings Bank was also taken un-awares and had no facilities available to furnish the broadcasting outlets with the necessary stamps. The Kolynos programs give away prizes up to 5,000 pesos (\$1,000 U.S.) in each broadcast, while Colgate runs up to \$100 per broadcast in an "all or nothing" scam. Sponsors and advertisers had to put over a quick switch in program format to conform to the new Peron-imposed regulations.

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::: TRADE NOTES :::  
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It is understood that Wayne Coy, Chairman of the Federal Communications Commission, will not take part in the proceedings involving acquisition of control of WTOP, Washington, CBS-owned outlet by the Washington Post because of his former connection with the Post as assistant to publisher and Executive Director of its radio properties.

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President Truman's address at the annual reunion of the Thirty-fifth Division, in which he served during the First World War, will be heard over the Columbia Broadcasting System, Saturday, June 5 (CBS, 11:00-11:30 P.M., EDST).

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According to a financial report in the Washington Post, new equipment costing \$115,000 has been authorized for WTTG, Washington outlet of the DuMont Television network.

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John D. Hawkins, who has been Manager of the Detroit organization of Philco Distributors, Inc., for the past three years, has been appointed General Manager of the Philadelphia division.

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Results of a survey on how newspapers handle radio program listings, now being conducted by the Newspaper Advertising Executives Association, will prompt many publishers to drop or limit free listings, a check of newspaper representatives disclosed last week. Evidence that a growing number of papers had eliminated free listings without experiencing much reader opposition helped prompt the survey, it was learned. Hitherto hesitant publishers, it is felt, will be influenced by detailed reports on such cases. In some instances cited, program sponsors have advertised listings and benefitted by unusually high readership.

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Congratulations go to Sydney H. Eiges, Vice-President of the National Broadcasting Company in charge of the Press Department, and Mrs. Eiges on the birth of a son born to them in New York last Friday.

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John Gibney has been appointed production manager for Station WENR-TV, effective June 1, Harold Stokes, Program Director for AM and TV in ABC's Central Division, has announced.

Mr. Gibney comes to WENR-TV with a wide background in television and all phases of radio. He left Tel-Advertising Productions where he was production manager, to work for ABC and has had more than 1,000 hours as director of television shows, in addition to many hours in front of the camera himself. During the past year he specialized in motion picture production for television.

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The Federal Communications Commission on May 28th, denied the request of W6XAO, Don Lee Broadcasting System, Los Angeles, for permission to use call letters KTSL for experimental TV station W6XAO over the 90-day period authorized to operate station commercially. (It has been the Commission's policy in the past to permit experimental television stations to operate on a commercial basis with corresponding call letters only in the case that the licensee of the experimental station also held a CP for a commercial station to serve the same community.)

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According to Leonard Lyons' column, the cocktail party given by Atwater Kent for the broadcasters during their convention in Los Angeles, cost him \$35,000. The guests numbered 1,600.  
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The FCC waived its rules to grant the request of Mrs. Eunice P. Falconi of Roswell, New Mexico, for assignment of the amateur call sign W5ZA which had been held by her husband, Louis Falconi, from 1925 until his death in 1948. Mrs. Falconi has participated in the operation of W5ZA since she obtained her amateur license in 1937. She desires to perpetuate the call sign as a memorial to her husband, who pioneered in "ham" operations in Roswell. In recognizing Mr. Falconi's contribution, the Commission also agreed to consider modifying the amateur rules to permit unused call signs to be transferred to others under such special circumstances.

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(Continuation of "RMA And NAB Awarded Trophy In "Voice of Democracy" Contest")

The APRA also presented awards for achievement in public relations to Columnist Drew Pearson and 27 organizations, including the Washington Post and International House of New Orleans.

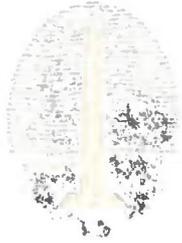
The certificate award to The Washington Post was for its recent Marshall Plan supplement, which won honors from the National Headliners' Club in March. Philip L. Graham, President and Publisher, accepted the award for the Post.

Mr. Pearson, the only individual honored, received a special trophy for contributing to international relations with his Friendship Train which gathered food across the Nation for Europe.

The "Voice of Democracy" contest this year will be launched during National Radio Week, Nov. 14-20, and will be open to all students in American high schools and private and parochial schools of comparable grade.

National Radio Week and the "Voice of Democracy" contest are under the direction of a Joint RMA-NAB Committee comprising members of the RMA Advertising Committee, the NAB Sales Managers Executives Committee, RMA and NAB headquarters staffs, and officials of the U. S. Junior Chamber of Commerce and the U. S. Office of Education.

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# HEINL NEWS SERVICE

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Robert D. Heinel, *Editor*

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June 9, 1948

## WAR EMERGENCY RADIO NET IF CAPITAL IS BOMBARDED OR MOVED

Although first suggested before World War II, Congress has finally taken notice of the idea of a national wartime emergency radio communications system in case Washington were to be destroyed by bombing or because of a surprise attack the seat of government would have to be quickly moved to some other part of the country.

Such a situation was called to the attention of the House last week by Representative J. Percy Priest (R), of Tennessee. It was based on a warning in their new book "Star Spangled Radio" by Col. Edward M. Kirby, former radio chief for General Eisenhower, and Maj. Jack W. Harris, who acted in the same capacity for General MacArthur.

"Realizing the value of a radio system such as outlined by these officers, the War Department recalled Colonel Kirby to active duty to make a study of a comprehensive M-Day emergency system. His report has been made and it is my understanding that the Army Signal Corps is ready to cooperate with the radio industry in completing the plan", Representative Priest revealed.

"The success of the plan, however, would depend largely on the establishment of an alternate seat of government. And that is a matter which only the Congress can settle. A bombardment of Washington not only would result in a partial or complete destruction of the seat of government but it would result in a partial or complete destruction of telephone and telegraph lines to a great extent insofar as communications with the rest of the country is concerned.

"Should such a thing happen, and without a bombproof communications center, the rest of the Nation would be completely cut off from the government.

"It is therefore highly important, I believe, to give some attention to the development of an emergency system for broadcasting to all parts of the country.

"The distinguished gentleman from Arkansas (Mr. Trimble) has introduced a resolution to provide for an alternate seat of government. Sound judgment and proper precaution demand that some consideration be given to this proposal.

"I hope the Congress will not too long delay taking the necessary step in that respect in order that the radio industry and the Signal Corps may proceed to develop an emergency communications plan."

Representative Priest then included in his remarks the conclusions reached by Colonel Kirby and Major Harris, some of which follow:

"There is only one conclusion to be drawn from this summing up: American radio was lucky. It ad-libbed its way through its first war - and without Government control. Private management continued

to operate on public franchise, and at a profit. The industry sent forth its young men and women and they made the American concept of radio under free enterprise work even during wartime.

"There is scant comfort in the fact that when the Japs bombed Pearl Harbor no plan existed for the use of radio as an instrument of either defense or offense, or for anything else, for that matter. For that oversight both Government and the radio industry may be criticized. Furthermore, as long as no M-day plan for radio for the future exists, so long will the public welfare be imperiled.\* \* \* \* \*

"As a first step, regular liaison should be established between the armed forces, the State Department, the Federal Communications Commission, and the radio industry. The mechanism is at hand in Washington. The National Association of Broadcasters should be geared to handle such an important assignment. The armed forces should welcome an NAB committee composed, not only of management, but also of operations men as well: engineers, newsmen, and program people.\* \* \*

"With Washington likely to be the No. 1 target in the next war, provision should be made for the broadcasting of communiques and news from bombproof studios scattered throughout the Nation. Both Government and radio must be mobile. Provision must be made for the interconnecting of all network and non-network stations. A means of transmission of network broadcasts, other than by telephone landlines, must be utilized. The United States is a big country, and no single radio transmitter can be heard from one end of the Nation to the other. No network broadcast can now be aired from one coast to the other without the use of landlines which, in a war, might quickly be bombed out. There must be alternate facilities which could be brought into use. \* \* \* \*

"Consideration must further be given to the use of new technical advances. For example, what is the place of television in a future war? What security problems are involved? What is to prevent the technical sabotage of the radio spectrum? References have been made to 'jamming', a practice wherein one station's wave length is overwhelmed by another's, so that it cannot be heard. What civilian chaos could result, under the stress of war, if the entire spectrum became an unintelligible blur of sound while citizens groped desperately for information? These are questions requiring answers which can be found only in the closest cooperation of the armed services and the radio industry."

Representative Priest has reprinted in the Congressional Record, June 2, Page 3658, the concluding chapter of the Kirby-Harris book "Star Spangled Radio", which gives in detail the plan for a national war emergency communications system.

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RADIO SAVED DAY FOR TRUMAN IN EMPTY HALL; MILLIONS HEARD SPEECH

If it hadn't been for radio, the fiasco in Omaha where only 2,000 people turned out for President Truman in a hall that seated 10,000 would have been even worse. It was one of the President's Big Five speeches to be broadcast and radio came to his rescue in magnificent manner.

"Apropos the dismal turnout last night at Omaha, there were many explanations and some alibis, but there was general agreement that somebody had blundered", Edward Folliard wrote in The Washington Post.

"Radio men said that Mr. Truman's speech came over the air very well, and since it was broadcast by all four major networks, it must have been heard by millions. They said that the applause - even though the crowd was small - seemed not at all inadequate.

"The spectacle in the Coliseum, however, was melancholy in the extreme. The vast open spaces on the floor and in the galleries had a depressing effect, even on reporters hostile to Mr. Truman.

"These were some of the explanations: A large part of the general public was under the impression that the affair in the Coliseum was open only to members of the Thirty-fifth Division Association; 160,000 people had seen Mr. Truman marching in the parade earlier and were content to hear his speech over the radio; the local Democratic organization, having heard that the trip was 'nonpolitical', did not bestir itself to drum up a crowd.

"James Quigley, Democratic National Committeeman for Nebraska, said no politician had filled the Coliseum since Franklin D. Roosevelt spoke there in 1937.

"In those days", Mr. Quigley said, "the farmers didn't have the price of a radio. They didn't have enough money to subscribe to a newspaper. So they turned out to hear Roosevelt, who was lifting them out of the depression."

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12,000 TELEVISION SETS IN USE IN WASHINGTON

As of June 1, 1948, there were 12,000 television sets installed and operating in the Washington metropolitan area, according to figures released last Friday, June 4, by the Washington Television Circulation Committee consisting of representatives of the three operating television stations in the city, WNEW, WMAL-TV, and WTTG.

This figure represents an increase of 1,200 sets over the May 1st total of 10,800. The Committee's next release will be on July 1.

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RADIO LIQUOR ADS HAVE ONE LESS FOE IN SENATE WITH CAPPER OUT

Tears will not be shed with the exit of Senator Arthur Capper (R), of Kansas, who for years has been a thorn in the side of press and radio in his efforts to ban liquor ads.

A teetotaler, Senator Capper has worked for the return of prohibition and for many years has been introducing legislation to ban all liquor advertising from interstate commerce, which would, in effect, outlaw liquor advertising in most newspapers, magazines and radio broadcasts.

At that a leading farm paper publisher, Senator Caper owns the Topeka Daily Capital, a dozen publications in all, and three broadcasting stations in Kansas.

Senator Capper, who will be 83 in July, had previously been campaigning actively for the Republican nomination. His decision to withdraw last Sunday came as a complete surprise.

Mr. Capper has served in the Senate 30 years and is the dean of the lawmaking body in point of age.

Senator Capper's retirement apparently leaves the field open to former Gov. Andrew F. Schoeffel, the only other announced Republican candidate. Although Kansas is a dry State, Governor Schoeffel is said to be not so dry.

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TV ALLOCATION HEARINGS POSTPONED BY FCC

The Federal Communications Commission decided yesterday, June 8, that it would be necessary to postpone the television channel allocation hearing which was to have been held next Monday, June 14.

This was occasioned by the fact that as a result of the numerous notices of appearance which have been filed in the proceeding, a great many of which were filed on the last day on which such action could be taken, interested parties and the Commission's staff have not been afforded adequate opportunity to fully apprise themselves of the contents of statements filed with said notices of appearance, and that in order that all participants in said proceeding may have adequate time to become acquainted with the issues and prepare more fully the testimony which they propose to submit at the hearing, a continuance of said hearing would be in the public interest. Therefore the hearing date has been postponed to June 29 at 10 A.M.

Notwithstanding the requirement that appearances and statements were to be filed by May 28, 1948, interested persons who desire to present testimony in opposition to or in support of any proposals submitted by other interested persons on or before May 28, 1948, will be permitted to do so if notices of appearance are filed by such persons not later than the close of business on June 18, 1948, except that no new proposals will be accepted.

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FRANK MULLEN GETS INTO SADDLE AS NEW WJR-WGAR-KMPC PRESIDENT

General Eisenhower taking over his new job at Columbia University didn't have a thing on Frank E. Mullen who also ascended to a presidential chair last week. Mr. Mullen, who was Vice-President and General Manager of the National Broadcasting Company, took over his new responsibilities as President of the G. A. Richards network, WJR, Detroit; WGAR, Cleveland, and KMPC, Los Angeles.

For the time being Mr. Mullen, who found he would be able to leave NBC a month earlier than expected, will operate from the Chatham Hotel in New York but later will move to Los Angeles.

Sidney N. Strotz, Administrative Vice President of NBC in charge of Television, already has taken over Mr. Mullen's duties in that field. He intends dividing his time between New York and Hollywood, retaining his position in charge of West Coast activities of NBC.

Harry Wismer, Assistant to the President of the Richards stations, continues in that capacity under Mr. Mullen, with headquarters in Detroit. Mr. Richards, who has been in frail health for several years, has ascended to the Board chairmanship and is relinquishing all operating functions to Mr. Mullen.

One report was that Mr. Mullen was said to be getting \$60,000 at NBC but is now to receive \$100,000 a year plus stock in the Richards stations. Also that he will be given an opportunity to buy out Mr. Richards entirely if he so desires and is able to secure the necessary backing.

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RMA REPORTS TV SET SHIPMENTS FOR FIRST QUARTER OF THIS YEAR

The expanding market for television receivers was indicated in a report released Monday, June 7, by the Radio Manufacturers' Association on TV set shipments by member-companies during the first quarter of 1948. Shipments of 106,136 receivers during the three months ending March 31 brought the total distribution since Jan. 1, 1947, to 268,317.

Twenty-seven States and the District of Columbia have now received a varying amount of TV sets although some shipments have been only a handful in areas where there is no regular television broadcasting service.

The number of television receivers shipped during the first quarter of this year fell short of the more than 300,000 reported produced by RMA manufacturers for several reasons, but chiefly because many of the sets produced were in inventory at the end of the three-month period.

The New York-Newark area continued far in the lead with well over 100,000 sets in the two cities alone without counting receivers

in cities close enough to tune in New York stations. Among other cities where the heaviest shipments have been made are Philadelphia, Chicago, Los Angeles, and Washington.

A few TV sets were shipped for the first time during the past quarter into Georgia, Kansas, Kentucky, Utah, and North Carolina.

RMA's next report on TV set distribution will cover the second quarter of 1948 and will be issued in the near future.

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COY URGES RADIO FOR SCHOOLS AS CBS FAVORS LOCAL RADIO FOR PURPOSE

Educated listening should be the goal of the public and those in the radio industry, Wayne Coy, Chairman of the Federal Communications Commission said in Cincinnati last Thursday night as he spoke at Commencement exercises of the College of Music of Cincinnati, which granted the country's first 12 degrees of Bachelor of Fine Arts in Radio Education.

Every schoolroom in America should be equipped with a radio as a major educational tool, and as soon as possible with a television screen, "the electronic blackboard of the future", he said.

Enthusiastic public and professional reaction to new-type documentary and actuality programs developed by the Columbia Broadcasting System in the past two years has convinced the network that educational programs linked to classroom use and school methods of compartmentalizing subject matter are outmoded for network radio and have become largely the province of local radio effort, Davidson Taylor, CBS Vice President in charge of Public Affairs, announced Monday, June 7.

As a result, he said, the Columbia network has revised its programming plans so that Public Affairs productions henceforth will be designed for general family listening rather than classroom audiences or those with special educational interests.

The change in policy results in suspending the CBS "American School of the Air" series. The format of "School of the Air" has been revised several times; the last major revision occurred three years ago. Its basic philosophy, which was accepted throughout the series' life span, Mr. Taylor said, "has now outlived its usefulness."

"CBS intends to devote its energies and production abilities in the field of education by radio to broadcasts directed to listeners of all ages", he said. "School broadcasting, in which this network pioneered, is now being extensively and expertly done by local school and university authorities who are in a better position to coordinate and judge their own community and educational needs. We like to feel that in its long period of service the 'American School of the Air' has provided an inspiration and an example to educators and broadcasters in their development of such local educational programs.

"The evolution of educational theory and practice has underlined the fact that a national network can serve the public best in the area of education, not when the network tried to supplant the school, but when the network addressed itself to the broadest possible audience of radio listeners, relating education to the context of normal daily experience and knowledge to behavior."

In a realignment of the CBS Public Affairs staff under the new arrangement, Mr. Taylor announced the following organizational changes:

Gerald F. Maulsby becomes Assistant Director of Public Affairs, and Mr. Taylor's deputy.

Theodore F. Koop is designated Director of News and Public Affairs, Washington. He will report to Wells Church, Director of CBS News, for reportorial and analytical broadcasts and to Robert Hudson, Director of Education and Opinion Broadcasts, for talks and forum programs originating in the nation's capital.

Werner Michel, formerly Assistant to the Director of Programs and more recently Producer of Educational Broadcasts, is named Director of Production, Public Affairs. In this newly-created position he will be responsible to Mr. Taylor for CBS documentary broadcasts and will assist Mr. Church in the production of actuality programs employing, live or recorded, the voices of persons in the news, and will aid Mr. Hudson in the production of series programs which are educational in character.

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DISC JOCKEYS (NEEDLE TRADE OF RADIO) SET FOR TELEVISION

Off the record, disc jockeys are a business-like bunch. Some 20 members of the radio "needle" trade held a business meeting recently. They are members of the New York chapter of the National Association of Disc Jockeys, which numbers 4,000 members throughout the country, according to the Associated Press.

The newly-elected Chairman of the Manhattan chapter, Paul Brenner, spun a few remarks concerning his record-riding herd:

"Real disc jockeys - the ones who last - are salesmen", he said. "They must sell the station, the sponsor and the product through the medium of records."

Ninety-five per cent of all platter twirlers get into the business via announcing. A pleasant voice is a "must", and the more sponsors the merrier.

The wax whirlers, like any other earnest group, want to raise the status of their profession. According to Vice Chairman Fred Robbins, N.A.B.J. is interested in nurturing young talent "who otherwise would never get a hearing."

The organization, which will be a year old in August, plans ultimately to hold auditions throughout the country and give potential entertaining talent a chance to be heard.

The music recorders are hitching their artistic belts in preparation for television. Art Ford, just returned from a month's tour of France and England, already has plans for seen-and-heard programs.

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PETRILLO DEFIANT ON RECORDING; EXTENDS MISS TRUMAN HELPING HAND

James C. Petrillo key-noted the annual American Federation of Musicians' convention at Asbury Park, N. J. Monday by vigorously reaffirming the ukase against recording, by saying that he had told President Truman now that Miss Truman had joined the union, he would take care of getting his daughter on the air as a singer, and finally taking a wallop at the Taft-Hartley Act and declaring that union leaders would have to get together if they were going to survive its impact.

At its second session on Tuesday, the proposed entry of the AFM into the record-manufacturing business to avoid the Taft-Hartley Law was discarded. Milton Diamond of New York, general counsel of the Union, said "making records would be passing beyond the legitimate scope and area of a labor union", and "would expose the union to prosecution under the Sherman anti-trust law". He added that "by going into such a business the union might lose the rights it still retains under the Taft-Hartley legislation."

As to the platters themselves, Mr. Petrillo made it clear that his own union had no intention of retreating from its ban on recordings. Defending the ban as necessary to safeguard musicians against the competition of 'canned music', he announced bluntly that there would be no change in the policy and no negotiations with the record companies.

What Mr. Petrillo said about getting Miss Truman on the air puzzled some radio industry leaders as it was understood she had plenty of offers. One story was that there had been difficulty dealing with Miss Truman's teacher who held her rate too high. An agent was reported to have offered \$7,500 for a broadcast. The teacher is said to have replied: "Remember this is the President's daughter." "Yes", the agent allegedly retorted, "that is why I offered \$7,500."

Regarding the Taft-Hartley law, Petrillo said suits totaling \$9,000,000 already had been filed by employers against 101 unions, and that this was only "a drop in the bucket" against what could be expected later. The strategy of the National Association of Manufacturers, he declared was to "go easy" with the Taft-Hartley Law until after the election in an effort to prove that the law was not really harmful to labor. Once a Republican President, Congress and Attorney General had been installed, labor would "get the business" in full measure, Mr. Petrillo cautioned.

He emphasized, however, that he did not believe industry's dominance would continue forever. "They will sue; they will break some unions, but eventually, by God, they are stupid enough to break themselves", he declared.

He indicated that the same factors had been responsible for his decision to go along with the broadcasters on proposals for promoting television, instead of holding out for special guarantees for musicians. He recalled that the introduction of talking machines had thrown 18,000 union musicians out of work over night, and he warned against jeopardizing the \$26,000,000 a year the union members earn in radio by an ill-advised battle at this time.

THREE-QUARTERS OF TELEVISION USERS GO TO MOVIES LESS OFTEN

The Research Department of the advertising firm of Foote, Cone & Belding, of New York, in May made a survey of "The Effect of Television on Motion Picture Attendance". The purpose of the study was to obtain an indication of the effect of television upon motion picture attendance, feeling that such a study could suggest the extent to which television will affect box office receipts when set ownership has become more widespread than it is at present.

Telephone numbers of 550 owners of home television sets were selected at random from the four major boroughs of New York City. Interviews were completed with 415 owners of sets presently in working order.

In commenting on the results of the survey and considering them, it was cautioned that the study reflects present conditions and is not presented as a prediction of future developments as the television picture is changing rapidly from day to day. It is felt that as television programs continue to improve, the medium is likely to provide increasingly stiff competition for the motion picture producer.

It is also pointed out that since the end of the war there has been a general decline in movie attendance and it is reasonable to assume that this has affected both set-owners and non-owners.

Fifty-one percent of the people interviewed in the present study reported a change in movie attendance. The majority of persons who reported a change appear to have been very heavy movie-goers before they got their set. Their attendance has dropped from an average of "once every few days" to an average of somewhat less than once a week. Those who used to attend the movies once a week now go only every two or three weeks.

It is reasonable to assume that television would influence other forms of social behavior as well as movie attendance. In order to get a better understanding of the effect of television upon home set owners, all members questioned were asked whether or not television had affected the number of evenings they spend at home. Three-fourths of the people talked to reported that they spend more evenings at home since buying their set.

The summary of the findings of the survey is as follows:

1. Television has had a definite social impact on the families interviewed. Three-quarters of them report that they spend more evenings at home now that they have a set.
2. This effect has extended to the movies. Half of the set owners interviewed report that they go to the movies less often after buying a set.
3. Most of the people who are going to the movies less were formerly very heavy movie-goers. The movies are losing some of their best customers.

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SUPREME COURT TURNS DOWN SOUND TRUCK BAN

The use of sound trucks by political candidates and what the founding fathers might think of such devices were discussed Monday by the Supreme Court.

In a ruling written by Justice William O. Douglas, the court held, 5 to 4, that a Lockport, N. Y. ordinance forbidding use of sound trucks without a permit from the Chief of Police was unconstitutional. The ordinance, Mr. Douglas found, gave the Police Chief too much power, and to let the police bar the trucks "because their use can be abused, is like barring radio receivers because they can make a noise."

Justice Felix Frankfurter wrote a dissent, shared by Justices Stanley Reed and Harold H. Burton, while Justice Robert H. Jackson objected in an individual paper.

The ordinance, the majority held, restrained the right of free speech and had "all the vices" of other such curbs struck down by the Court in the past.

The case arose when Samuel Saia, a minister of the Jehovah's Witnesses, used a sound truck four Sundays in a Lockport park without police permit, after previous permission had expired. He was sentenced to a \$130 fine or 130 days in jail.

"Loudspeakers are today indispensable instruments of effective public speech", Mr. Douglas wrote. "The sound truck has become an accepted method of political campaigning. It is the way people are reached. Must a candidate for Governor or the Congress depend on the whim or caprice of the Chief of Police in order to use his sound truck for campaigning? Must he prove to the satisfaction of that official that his noise will not be annoying to people?"

Justice Jackson criticized the decision as neither "judicious nor sound." He said that it seemed to him to "endanger the great right of free speech by making it ridiculous and obnoxious, more than the ordinance in question menaces free speech by regulating use of loudspeakers."

"The court", he stated, "expresses great concern lest the loudspeakers of political candidates be controlled if Jehovah's Witnesses can be. That does not worry me. Even political candidates ought not to be allowed irresponsibly to set up sound equipment in all sorts of public places, and few of them would regard it as tactful campaigning to trust themselves upon picnicking families who do not want to hear their message."

In an editorial in the Washington Post entitled "Loudspeaker Freedom" the following criticism of the Court's decision is found:

"Does the right of free speech, which is one of our basic constitutional freedoms, give a crusading zealot a right to set up a loudspeaker system and proclaim his doctrines in a public park to

the annoyance of people who are seeking peace and quiet? The Supreme Court has said in the Samuel Saia case that it does. To this newspaper the decision seems to be far-fetched, as it did to four members of the Court.

"In a series of historic decisions in recent years the Court has left no doubt that freedom of speech is protected against encroachments of State and local governments by the Fourteenth Amendment. Lovell v. Griffin and Hague v. CIO are landmarks in the history of civil liberties. In the first the court struck down an ordinance requiring a license for the distribution of literature; in the second it upset an ordinance requiring a license for a local assembly in the streets or parks. The court pointed to these decisions in throwing out the ordinance of Lockport, N.Y., requiring a license from the chief of police for setting up a loudspeaker in a public place. The majority thought that the ordinance, which failed to lay down specific rules for the control of sound devices but left the issuance of licenses to the discretion of the chief of police, was unconstitutional on its face.

"If the court had been dealing with actual freedom of speech in this case, the decision would probably have been unanimous. Justice Jackson contended, however, that freedom of speech was not involved. \* \* \* \* \*

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RMA TO TACKLE NEW INDUSTRY PROBLEMS AT 24TH ANNUAL CONVENTION

With more than two score industry group meetings scheduled, the Radio Manufacturers' Association has announced its complete program for the 24th annual RMA convention June 14-17 at the Stevens Hotel, Chicago, where industry leaders will tackle new problems brought on by the rapid advances of television and FM broadcasting and recent Government proposals for industrial mobilization and increased buying of military equipment.

The four-day industry conference will reach its climax on Thursday, June 17, when RMA President Max F. Balcom will make his annual address and report at the membership luncheon. "Radio's Role in Industrial Mobilization" will be discussed at the same luncheon meeting by Director Fred R. Lack as Chairman of the recently appointed RMA Committee on Government Liaison, which has been studying various Government proposals for industrial mobilization.

Officers for the 1948-49 fiscal year will be elected during the membership luncheon, while earlier in the day 14 Directors will be elected to fill vacancies created by the expiration of three-year terms at meetings of members of the five RMA divisions.

The first day's sessions will be occupied entirely by meetings of Parts Division sections. On Tuesday, June 15, other sections and major committees will meet, while on Wednesday, sessions of the Executive Committees of the five RMA divisions - Set, Tube, Parts, Transmitter, and Amplifier & Sound Equipment - will be held, some of them with section Chairmen.

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BOYS AND WAR SURPLUS RADIO GIVE FCC HEADACHE

Thoughtless youth and war surplus transmitting apparatus make a combination which too frequently plagues the safety radio services and puts the Federal Communications Commission to considerable trouble, at public expense, before the illegal operation can be traced and halted.

Among eight unlicensed radio stations closed by the Commission's field staff during May was one conducted surreptitiously by two 16-year-old schoolboys. These lads went so far as to use an airlines frequency to transmit the word "Mayday", which is the international radiotelephone distress signal, and represent that they were on a plane that was running out of gas. Airfields were needlessly alerted and "rescue" search was in vain.

Such calls started last November but were so infrequent as to make tracing difficult. However, FCC monitors "fixed" the origin in the vicinity of Portland, Oregon. When another hoax message was sent on May 21, watchful FCC mobile units were able to determine that it emanated from the dormitory of a certain private military school in Portland.

Here the unlicensed equipment was uncovered and, after hearing recordings of their transmission, the youths confessed. They seemed surprised to learn that, apart from the work and expense they caused, their prank jeopardized life and property in the air.

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THREE NBC TELEVISION STATIONS WILL BE IN OPERATION BY MID-OCT.

The National Broadcasting Company will have five of its own television stations in operation from coast to coast by the middle of next October, according to Sidney N. Strotz, NBC Administrative Vice President in Charge of Television.

Speaking at a press conference in New York, the head of NBC's television network also revealed that NBC's newly rented studio space in the RKO-Pathe Building on Upper Park Avenue will be ready for partial operation by next month. Of the three studios there, the largest will begin operation in July, with the two smaller ones scheduled to be ready for program production in November and December. This will give NBC a total of five major studios in New York.

The three stations that will be added to the network's currently operating two will be in Cleveland (WNBK), Chicago (WNBQ) and Hollywood (KNBH). This will bring the number of NBC owned-and-operated video outlets to the limit allowed any one broadcaster by the Federal Communications Commission. The two now in operation are WNBT, New York, and WNBW, Washington.

Mr. Strotz said that the addition of these three stations to the network by October, far in advance of the previously planned date, is the result of television's "amazingly rapid growth during the past two months. The rate of expansion of our Eastern seaboard network, both in sponsorship and in programming generally, has far exceeded our expectations and has made possible the growth of our network as a whole much more rapidly than we had anticipated."

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::: SCISSORS AND PASTE :::  
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20th-Fox Reported Mulling Zenith's Phone Vision  
(From "The Film Daily")

Twentieth Century-Fix, preparing for a full-scale plunge into the television field, has been exploring the potentialities of Phone-Vision, the pay-as-you-see video system developed by Comm. Eugene F. McDonald, Jr., President of Zenith Radio Corp., it is reported reliably in Chicago.

Informed sources said that there have been generalized discussions between representatives of the film company and Zenith, and that further talks are expected to be held shortly in New York when Commander McDonald visits the Eastern metropolis.

At that time, it is understood the Zenith president will confer with officials of the A. T. &T. inasmuch as the Phone Vision system, as the name indicates, relies upon the telephone for operation.

Commander McDonald raised the curtain on the Zenith pay-as-you-see video last July. System calls for a device wired between telephone and the tele receiver. On request to the phone operator, receiver would be tuned into the desired tele program. Sans connection, the receiver would bring in only a blurred image.

Twenty million potential users of Phone Vision has been estimated by one film president, whose company has an affiliated circuit, according to McDonald.

The Zenith president has estimated that the return to the producer from each film theater patron averages approximately 4-1/2 cents. For a top feature televised into the home via Phone Vision, McDonald suggests a charge of \$1. Were the feature seen by a family of five, the producer would need only 25 cents to average 5 cents per viewer, he notes. Thus 75 cents of the \$1 would be left for division between the tele station and the telephone or utility company whose power lines might be employed to bring the programs into the nation's homes.

Admittedly, the Zenith system faces several sizeable hurdles, including the necessary approval of the FCC and perhaps that of the ICC as well.

As another legal bar looming up is the Federal law which prohibits the attachment of any foreign device to a telephone.

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Congress Blamed For "Voice Of America" Mess  
(Drew Pearson, "The Washington Post")

Not in years has Congress been caught with a better case of being wrong than in the current squabble over the Voice of America. Yet the diplomats haven't been able to make the public realize that Congress, not the diplomats, are to blame.

Last year Republican economizers cut the Voice of America's appropriation to ribbons, told the State Department to broadcast through private radio channels. The State Department obeyed. It farmed out Latin American radio programs to the National Broadcasting Company, which then proceeded to concoct a series of slipshod programs that insulted Senators.

Now the Senators are angry because the State Department carried out their orders. They are also angry because the State Department didn't have enough money to hire men to monitor the daily deluge of words which NBC and other private radio networks sent abroad.

But the State Department is so meek, mild and inarticulate that it hasn't told the Congressmen in decisive, reverberating language that it was all their own fault.

Interesting fact about NBC's Voice of America broadcasts is that if NBC operated for General Foods or General Motors with the same carelessness that they worked for their Government, they would be out of business. Looks like dividends came ahead of patriotism.

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When The "Voice" Talks Out Of Turn  
 ("The Washington Times Herald")

It seems a fair bet that as long as the "Voice of America" keeps radioing U.S. propoganda to the world there will be Congressional convulsions from time to time over what the "Voice" says.

We're speaking, of course, of the State Department's pet project for pushing the American story into foreigners' minds, to counter the persistent Russian propoganda for world Communism. The undertaking has been granted at least a total of \$18,000,000 to day and maybe more.

General title of this series was "Know North America". It was written in Spanish, under contract with the National Broadcasting Co., by a script writer who is not working any more for NBC.\* \* \*

Lloyd Lehrbas, a veteran newspaperman and a good one, is now in charge of what the "Voice" will be saying until further notice.

However, we'd like to point out to any member of Congress who may be listening that nothing ever can make the "Voice" please everybody concerned all the time.

Lehrbas can, and it is to be hoped he will, ride herd on the programs so as to keep the "Voice" from blurping the utterances of Henry A. Wallace as being typical of U.S. thought, or from broadcasting other Communist and semi-Communist propoganda as the project used to do.

Deliberate and baldfaced lies about this country can be kept out of the "Voice" microphones in all languages.

But if Congress expects the world to be told that everything is sweetness and light in the United States, Congress will merely be asking the "Voice of America" to ape the lying methods of Radio Moscow.

Everything isn't sweetness and light in the United States. We have a wart or two on the national neck, and here and there a blemish on the face of Uncle Sam.

If capable newspapermen continue in charge of this program, they are going to clear items now and then which don't reflect credit on us but do help to point up the way life really goes in this country. That is standard newspaper practice, and we think it's the only honest practice. And if capable newspapermen are not kept in charge of the "Voice", but are replaced by a flock of amateurs and everything-is-rosy propogandists, the project will speedily bore most of its foreign listeners into tuning it out.

So Congress had better be prepared, we think, to have realistic stuff broadcast on these programs, no matter whose corns are setpped on.

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::: TRADE NOTES :::  
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The Federal Communications Commission has postponed from June 14th to July 12th the time for the filing of written comments in the allocation of frequencies 25-30 MC, 44-50 MC, 72-76 MC, 152-162 MC and 450-460 MC.

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The RMA will have no exhibits during their convention in Chicago from June 14-17 but many of its members will display new radio and television sets at the trade show of the National Association of Music Merchants to be held concurrently at the Palmer House to which all RMA members have been invited.

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Union radio operators on East and Gulf Coast ships voted last Friday to strike on or after June 15, it was announced by the American Radio Association (CIO) which represents some 2,000 members.

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The Federal Communications Commission last week approved the transfer of Arlington radio station WEAM and WAFM-FM from its present owners to Harold H. and Meredith S. Thoms of North Carolina for \$67,500. Control will be transferred from J. Maynard Magruder and others who founded the Arlington-Fairfax Broadcasting Co., Inc.

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April sales of radio receiving tubes totalled 18,675,364 compared with 18,208,842 in March and 16,181,672 in April, 1947, the Radio Manufacturers' Association reported this week. Sales during April brought the total for the four months to 1948 to 69,986,594 tubes.

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Following the meeting of the Board of Directors of the Radio Corporation of America held last Friday in New York, Brig. General 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 April 1, 1948 to June 30, 1948. The dividend is payable July 1, 1948, to holders of record at the close of business June 14, 1948.

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More than eight tons of glass have been installed in the new \$3,000,000 Mutual-Don Lee Television-Radio-FM broadcasting center at 1313 North Vine Street in Hollywood. Double panes of specially treated, soundproof glass have been installed in both the control and client's booths of each studio, guaranteeing absolute isolation from noise interference either within the studio or within the booths.

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A new Philco television receiver, the popular Model 1001 with clear, brilliant 54 sq. in. picture, has been donated by the radio and television engineering department of Philco Corporation to the Philadelphia Section of the American Society of Tool Engineers. The gift of this new television set, which includes installation and warranty for one year, will help make possible the first ASTE scholarship for the most deserving sophomore engineering student at the Drexel Institute of Technology. The value of the first \$500.00 annual scholarship will be earned by a raffle for the television receiver.

Britain's musicians' union will ban almost all its 25,000 members from playing over the British Broadcasting Corporation, after July 31 in a bid to win higher pay for radio work, according to an Associated Press report. The only exceptions from the ban will be the BBC's staff musicians who work for BBC exclusively and are considered paid satisfactorily for radio work.

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The Federal Communications Commission extended to November 15, 1948, subject to possible earlier adoption of permanent rules, the temporary waiver and temporary rules regarding operator requirements for ship radar stations which are currently under extension to June 15, 1948. It amended Parts 8 and 13 of its Rules and Regulations Governing the Ship Service and Commercial Radio Operators accordingly.

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Burton K. Wheeler, former United States Senator, announced last week that he is in Germany to assist Fritz Thyssen, former German industrialist, who is having denazification difficulties. The former Senator reminded the press that the aging Thyssen, who broke with Hitler before the war, had been cleared by the Allies. The German denazification tribunal was slow in acting, the former Senator said.

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Philo T. Farnsworth, who played a major role in the invention and development of today's electronic television, was honored by the University of Utah and Brigham Young University during a recent visit to his native State. At the University of Utah, Mr. Farnsworth was presented the medal of honor from the Academy of Western Culture "for outstanding achievement in the field of science".

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W2XNZ, Radio Corporation of America, Princeton, N. J., has been granted a Construction Permit and license to cover same by the Federal Communications Commission, for a new experimental TV station, in order to continue experiments in color television on a more permanent basis.

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A discussion on WGN's "Your Right To Say It" series, recently concluded for the season, was given additional importance when a broadcast, almost in its entirety, was introduced into the Congressional Record of the 80th Congress by Rep. Lawrence H. Smith (R), of Wisconsin, one of the programs's guest speakers. The broadcast so honored was the May 11 discussion on the topic, "Must the United States Send Troops to the Middle East?" Representative Smith spoke for the negative, with Capt. Michael Fielding, author, lecturer and world traveler, on the affirmative.

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The Rev. Richard E. Simms, pastor of the Broadway Methodist church, has found a new way to get his message across to the younger generation.

He installed a television set in a Sunday school room. Week nights he invites the youngsters in by turns. The only price of admission: Their promise to attend church somewhere next Sunday.

On Sunday the regular young people's meeting adjourns to the television room after devotionals and group discussion. Attendance is running about 200 a week. "If this continues", said Rev. Simms, "street corner gangs may vanish for good."

So many adults have asked for admission that the church is ordering a second set.



# HEINL NEWS SERVICE

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Robert D. Heinel, Editor

Founded in 1924

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NATIONAL BROADCASTING CO. INC.  
LEGAL DEPARTMENT  
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JUN 18 1948

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No. 1829

*S E P K m*

June 16, 1948

## RADIO TUBE LUXURY TAX IS RIDICULOUS, CONGRESSMAN ARGUES

Declaring that we have given a lot of consideration to rehabilitating industry abroad and that it is time that we devoted some attention to preserving American industry, Representative James E. Van Zandt (R), of Pennsylvania, launched a fight last week for the removal of the luxury tax on radio tubes maintaining that this is a hardship on every American citizen.

Representative Van Zandt said that beyond food, clothing, and shelter, he could think of no other items more necessary to the American way of life than radio tubes and electric light bulbs.

"Recently the House passed a bill modifying excise taxes on cosmetics", Mr. Van Zandt stated. "When this legislation was under consideration we were told it was necessary because the excise tax was having a punitive effect on the cosmetic industry. Furthermore, it was pointed out cosmetics could no longer be considered a luxury.

"I supported the legislation because it was the first effort by this Congress to repeal the punitive excise tax that is cutting the very heart out of several industries located in my congressional district and providing employment for thousands of my constituents.

"An industry in my district, the Sylvania Electric Products, Inc., Altoona, Pa., manufacturers of radio tubes and light bulbs, is suffering because of the 20 percent excise tax on radio tubes and 10-cent light bulbs.

"When one considers the illumination provided by a 10-cent light bulb and the part that a radio plays in the life of the average American, it is ridiculous to classify these necessities as luxury items. Frankly, I feel there is no sound reason for a 20 percent excise levy on these necessities of life. Instead of being a luxury tax, it is a hardship tax.

"Some weeks ago I called to the attention of the House that the fur industry was suffering and that a particular furrier in my congressional district had to reduce his personnel by one-third, and unless some relief was forthcoming immediately, additional employees would lose their jobs because of the punitive excise tax of 20 percent on furs.

"Let me point out, as I did several week ago when speaking of the fur industry, the effect of this excise tax on the light bulb and radio tube operations of the Sylvania Plant at Altoona, Pa.

"In February 1945, employment at the Altoona plant was 2,480. In March 1948 the number of persons employed dropped to 750. From the pay-roll standpoint, the peak pay roll was \$3,262,000 in 1944, while the annual pay rool this year approximates \$1,600,000.

"In a city of approximately 100,000, such as Altoona, Pa., when you reduce the pay roll of a firm at least 50 percent you ser-

iously disturb the economy of the community and encourage unemployment.

"In my opinion, any Federal tax should not be a punitive or hardship tax. It is my hope, before the Eightieth Congress adjourns, that some consideration will be given to the many small companies suffering from excise taxes such as is imposed on radio tubes, light bulbs and furs."

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MACKAY RADIO CONTENTS IT SHOULD HAVE ALL PALESTINE TRAFFIC

Mackay Radio and Telegraph Company, by its attorneys James A. Kennedy, John F. Gibbons and John A. Hartman, Jr., has filed with the Federal Communications Commission its Opposition to the Petition of RCA Communications, Inc. for reconsideration of the FCC's action of May 12th to consolidate the application of Mackay and to enlarge the issue.

The opposition of Mackay points out that the Commission, in its Order of December 4, 1947, in the so-called "British Commonwealth Points Case", granted to Mackay the sole circuit to the geographical area of Palestine under the Bermuda Agreement, and in the same proceeding awarded other circuits to Mackay and to RCAC. Mackay's contention is that the Commission intended it to have access to the available traffic to and from Palestine irrespective of the political subdivisions therein; and that the Commission's decision awarding Palestine to Mackay should not be disturbed by the fact that a de facto provisional government has been set up in Israel.

The Mackay petition states that "in the Commission's Report and Order in the "British Commonwealth Points" case, it is clear that the Commission awarded circuits between Mackay and RCA almost entirely upon the basis of the available traffic volumes in the respective geographical areas bearing the country names Australia, New Zealand, India, Greece, South Africa, Saudi Arabia and Palestine. The Commission was not concerned with the location of the terminal in the country - whether Jerusalem or Tel Aviv in Palestine - nor was it particularly interested in the nature or type of government operating in the several countries. The point is that the Commission, after weighing the available traffic in the respective areas involved, granted to Mackay the sole circuit to the geographical area bounded and described as Palestine.

"To now divide the Palestine area that was awarded to Mackay in that case would upset the equitable distribution of available traffic as the Commission tried to make, and would be tantamount to allowing a change in a foreign administration to dictate a partial reversal of the Commission's Decision and Order."

Upon these grounds, Mackay asks that the RCAC petition should be dismissed.

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ZENITH TO MAKE TELEVISION SETS UNDER FARNSWORTH PATENTS

Commander E. F. McDonald, Jr., President of Zenith Radio Corporation, completed negotiations last week with Farnsworth Television & Radio Corporation by which Zenith has acquired paid-up rights to build home television receivers under all of Farnsworth's patents and pending applications for the entire life of the patents concerned. The payment involved was not disclosed.

Philo Farnsworth, who, as a schoolboy, developed what was said to be the first electronic system of television in the world, secured many basic patents and his company has continued fundamental research in this field. Although most of the basic patents on every application of radio have long since expired, and many of the inventions claimed by other manufacturers relate merely to improvements, it is the opinion of Zenith that no practical television set can be built today without employing certain Farnsworth inventions.

"Zenith recently patented special tubes for the transmission and reception of television sound by Frequency Modulation and has announced a revolutionary television development called 'Phonevision,'" the announcement concluded. "The acquisition of complete rights under the only other basic patents in the television field gives to Zenith the complete assurance that its Phonevision and television sets recently announced for Fall production will incorporate every modern and essential feature and will represent the finest television apparatus ever developed."

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SHOUSE SEES BROADCASTERS FACING TROUBLE TO CONTROL TELEVISION

James D. Shouse of Cincinnati, President of the Crosley Broadcasting Corporation, in an address to the Advertising Federation of America Convention at Cincinnati last Monday, on "what about television?" predicted that the broadcaster faces a struggle for control of the television field "that may well shake our structure of independent broadcasting to its economic foundation.

"This struggle for power in the field of television will be no child's game, and it will revolve ultimately into a contest among the independent broadcaster, the newspapers, and the moving picture interests", he said.

"It is far from a foregone conclusion not only that the broadcaster will survive but that in the very process of survival the economic pressure brought on by television capital requirements and operating costs may seriously curtail the type of service which he has been providing in his sound broadcasting station. The stakes in this game are high, and it is later than most people think."

Pointing out that to the 900 broadcasting stations operating in the United States there now have been added from 1,200 to 1,300 FM stations, Mr. Shouse urged the delegates to "take care that you are not helping to finance stations whose standards threaten, because of competitive factors, the essential quality of America's free system of broadcasting."

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MISS HENNOCK BACKED FOR FCC BY SENATE COMMITTEE

It seems to be the consensus of opinion that when the Senate meets tomorrow (June 17) that the name of Miss Frieda B. Hennock, Democrat, of New York, whose appointment as a member of the Federal Communications Commission for a seven-year term, beginning July 1st, might be favorably voted on, and not held up along with several other Democratic nominations. After appearing before the Brewster subcommittee of the Senate Interstate and Foreign Commerce Committee, for an unheralded hearing last Wednesday (June 9), her name was voted out of Committee yesterday (June 15) and recommended for confirmation.

If, as it looks at this stage of the game, Miss Hennock is to be the first woman appointed to the FCC, it is going to place the Washington chapter of the Association of Women Broadcasters, who sent a copy of a resolution to Senator Brewster, Chairman of the subcommittee of the Senate Interstate Commerce Committee, expressing appreciation and approval of President Truman's choice, and saying that they say in the appointment "desirable recognition of women's contribution to the radio industry."

President Truman nominated Miss Hennock on May 24th despite the fact that she is a New York lawyer with no radio or communication experience, to succeed Commissioner Clifford J. Durr, whose term expires June 30th. The nomination was looked upon as a purely political appointment.

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

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

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POWEL CROSLLEY, 3D, DIES AT MIAMI

Powel Crosley, 3d, General Manager of the Crosley Marine Research Laboratory in suburban Coral Gables, died at his home in Miami last Monday of a heart attack. His age was 36. He was the son of Powel Crosley, Jr., President of the Crosley Automotive Association, and former radio manufacturer, Cincinnati.

Surviving also are his widow and three sons, all of Miami; his grandmother, Mrs. Powel Crosley, Sr., and a sister.

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WTOP - POST, KQW - CBS TRANSFERS FILED AT FCC

The Columbia Broadcasting System yesterday, June 15, asked permission of the Federal Communications Commission to assign the license of Station WTOP to a new corporation, WTOP, INC., which will be owned 55 percent by the Washington Post and 45 percent by CBS.

The Post will pay \$855,470 to WTOP, INC., in exchange for 55 percent of the stock. CBS will transfer to WTOP, INC., properties and equipment valued at \$699,930, in exchange for 45 percent of the stock.

Tuesday also, the Pacific Agricultural Foundation, Ltd., asked FCC consent to transfer control of KQW, San Jose, and KQW-FM, San Francisco, to CBS for \$425,000 plus 55 percent of the net quick assets, value to be determined when the deal is closed. CBS now owns 45 percent to KWQ.

The CBS-Post application follows an agreement, signed last Friday (June 11) by Frank Stanton, President of CBS, and Philip L. Graham, President of The Washington Post Company and President of WTOP, INC.

The agreement is contingent on FCC approval of both the WTOP and KQW moves. It also provides that the deal be closed within 30 days after the FCC consent is given, which in turn is subject to a 60 day waiting period.

John S. Hayes, General Manager of the Post-owned WINX, will become General Manager of WTOP, according to the application. No other "substantial changes in the present staff of WTOP" are proposed.

No substantial changes in WTOP's program policies are contemplated. However, "The applicant proposes to study the possibilities of augmenting the station's current program schedule by the addition of programs of local interest employing the facilities of the Washington Post, a newspaper nationally distinguished for service to its community."

WTOP-FM, when it is completed, will duplicate WTOP programs, and broadcast "non-duplicated FM programs of local interest when and if circumstances arise which make the presentation of such programs desirable."

CBS retains its news operation and executive offices in Washington.

The KQW application is based on an agreement (May 18, 1948) between CBS and Mott Q., Ralph R., and Dorothy M. Brunton, detailing sale of the Bruntons' interest in KQW and KQW-FM.

The application points out that San Francisco is the second largest center on the Pacific Coast and the terminal and relay points for all international broadcasting from the Pacific news area.

"Each of the other transcontinental networks, in fact or in effect, owns its own San Francisco station", the application states.

CBS believes "that the acquisition of Station KQW will enable it to improve the program and technical service of that station and otherwise improve operation of that station in the public interest by making the services of (CBS) personnel available to that station.

"In addition, if (CBS) is granted a construction permit for a San Francisco television station, ownership of both a television and a standard broadcast station in the same area will make it possible for (CBS) to operate both stations more efficiently to the benefit of both stations and their audiences."

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HOFFMAN APPOINTED GEN. MAN., WOL; CRAVEN IN CHARGE OF ENGINEERING

Phil Hoffman, Vice-President, Cowles Broadcasting Company, and formerly Manager of Radio Station KRNT, Des Moines, Iowa, has been appointed to the position of General Manager of Radio Station WOL, Washington, it was announced yesterday (June 15) by Luther L. Hill, Vice-President of the Cowles Broadcasting Company.

Commander T.A.M. Craven, who has been Acting Manager for WOL, will remain in Washington as Vice-President of the Cowles Broadcasting Company in Charge of Engineering. Due to the increasing activities of the Cowles Broadcasting Company in the field of television and FM, it is deemed desirable that Commander Craven devote his full time and energies in those fields. In connection with this, Commander Craven has announced that WOL-FM will probably take to the air before the end of this month.

In assuming managership of WOL, Mr. Hoffman will be coming direct from Des Moines, home office of the Cowles organization. He has been with the Cowles since 1931, and has had extensive experience in administrative, managerial and commercial activities of radio broadcasting stations.

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WESTINGHOUSE TURNS OUT NEW TELEVISION MODELS

The Westinghouse Electric Corporation will produce two new table television models and two new console combination units with television, FM-AM radio and automatic phonograph facilities, F. M. Sloan, Home Radio Division Manager, told more than 350 company distributors over the week-end. Prices have not yet been determined, he said.

All television receivers will have direct view cathode ray tubes ranging from ten to sixteen inches, Mr. Sloan disclosed.

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"NEW YORK TIMES" SPREADS ITSELF IN TELEVISION-RADIO ISSUE

The New York Times blossomed forth with a 28-page Television-Radio Supplement last Sunday (June 13) that was a credit to that great newspaper and a feather in the cap of its radio and television editor Jack Gould.

"In fostering the growth of television", Wayne Coy, Chairman of the Federal Communications Commission, writes, "The Commission believes it is helping to bring the American people the most powerful medium of mass communication ever conceived in the mind of man."

Among the other leading contributors to the issue were Brig. Gen. David Sarnoff, Chairman of RCA; William S. Paley, Chairman of CBS; Mark Woods, President of the American Broadcasting Company; W.R.G. Baker, Vice-President of General Electric Company, first man to have his initials carried as the call letters of a television station WRGB, Schenectady; Commander E. F. McDonald, President of the Zenith Radio Corporation, and Edgar Kobak, President of the Mutual Broadcasting System.

Jack Gould writes:

"The arrival of television is as unmistakable as it is sudden. A year ago the feat of sending pictures through the air was largely a matter of technical interest. Today television is accepted as a practical wonder.

"As an art, it provides a new and distinctive form of entertainment which promises to have vast cultural ramifications. As a business, it bids certain to assume billion-dollar proportions in another twelve months - the first 'post-war baby' to join the industrial elite. On whatever basis it is judged, television is decidedly here.

"Television now boasts a national audience of 1,750,000 persons. There are 375,000 sets in use, each being enjoyed by an estimated average of five persons. Reports last week indicated that by the end of 1948 the number of receivers would rise to 800,000 and the total audience to above 4,000,000. A year later the audience is expected to exceed 10,000,000. Sets are being bought at the rate of nearly 50,000 a month - as fast as they are made. The average price paid for a receiver a year ago was between \$400 and \$500; this year it is expected to drop to the \$300-\$400 bracket.

"Thirty stations as of this week will be transmitting sight with sound and another thirty to forty will be doing so before the start of 1949. Networks at present run from Boston and Schenectady, south to Richmond, linking New York, Philadelphia, Baltimore and Washington on the way. Before January the Midwest is due to be linked to stations on the Eastern seaboard. A coast-to-coast network, joining New York and Hollywood, is expected between 1950 and the end of 1952.

"The root of the video industry's uncompromising confidence in the future is the indisputable fact that it is different: never before has it been possible to speak simultaneously to the country's millions, face to face. Thanks to television, it is possible now.

BELIEVES RADAR-TV ROCKET MIGHT BOMB U.S. FROM EUROPE

As a prophecy of how terrible a third world war would be, Orrin E. Dunlap, Jr. in his latest book "Radar" reveals that giant radio controlled rockets projected through the stratosphere could hit a target thousands of miles away, because radar-television would control their flight and enable a gunner, far beyond the horizon, to guide them to the target. Mr. Dunlap goes on to say a rocket bomb with a television eye in its nose might conceivably enable an operator in Europe to see continually what was directly ahead of the cometlike projectile, and by means of radio control cause it to land in Boston, New York, Chicago, Niagara Falls or Detroit.

"As wireless has always been a mystery to the layman, so is radar", Mr. Dunlap explains. "Yesterday, he asked how an electric spark could send messages through the air; how a vacuum tube could make a microphone a voice to all the world. Today, he asks, how can an iconoscopic camera scan a scene and send the picture invisibly through space to be reproduced in homes far away?"

"How can an invisible radar beam pulse through the air, strike the tiny speck of an airplane up twenty thousand feet, or twenty miles away? The miracle is that it does exactly that, for a radio wave is reflected like an echo from a plane, even when the latter is but a pin point in space."

Mr. Dunlap who, in his previous books, has done more to simplify radio and television in the mind of the average reader, performs an equally valuable service in explaining the newest of these amazing discoveries.

"Radar" he tells us, "is a pulse or beam of high-frequency radio energy, timed and molded by precision electronic instruments, projected into space. Traveling at the speed of light, it goes off into the infinite unless it strikes an interfering object - an airplane, a ship, or a mountain peak - and then bounces back, or 'echoes', to a receiver, all within millionths of a second! In that twinkling of an eye the existence and exact location of the aircraft, ship, or mountain is revealed. That is the magic of radar, a miracle of science!"

The author also makes a point probably not known to the average person when he explains, as if in contradiction to the recent claim by the Soviet, that a Russian invented radar:

"The pattern of radar has been woven on the loom of Time by many hands. They include the skilled fingers of Hertz and Marconi, Tesla and Thomson, Braun, Edison, DeForest and a host of others - Kennelly, Heaviside, Taylor, Tuve, Page, Zworykin, Wolff, and other men famous for their contributions to the advance of radio as a science, an art, and an industry."

"Radar is detecting and ranging by radio. Ra-radio; d-detection or direction-finding; a-and; r-ranging. There you have the make-up of the word 'r-a-d-a-r,' which spells the same forward and backward."

"Through the study of nature, man often finds clues to scientific development, or at least their explanation. He shaped the airplane after the bird; he studied the gull and the eagle for wing as well as body design. And in television he endeavors electronically to emulate the human eye. Now it is recognized that the basic idea of radar is found in the swift flight and unerring agility of bats in the dusk and dark.

"Drs. Robert Galambos and Donald R. Griffin, of the University of Rochester Medical School, have disclosed that bats are guided by reflected sound - a sort of natural radar. They discovered that these membrane-winged mammals, while in flight, emit a constant stream of pulselike squeaks pitched far above the range of human hearing, in fact as high as 50,000 cycles, or vibrations per second. The best of human ears cannot hear above 20,000 cycles, and many do not go above 8,000; dogs, 35,000 cycles, and rats, about 40,000."

"'Go into a cave and shout, and you will have a radar system of your own', said Dr. C. B. Jolliffe, Vice-President in charge of RCA Laboratories. 'Sea captains have had a sort of radar of their own ever since they had foghorns. They blow the horn and if the toots come back as echoes they know something is ahead and they quickly do something about it.'

"The boy who yoohoos into a ravine or against a cliff to hear an echo also has a radar system. That again illustrates the radar principle. Sound traveling 1,090 feet a second strikes an object and is reflected. There is a micro-second time lag, of course, between the second the sound is released and the second the echo is heard. The time interval is greater if the boy shouting is farther away from the cliff or reflecting surface; the interval will be very short if the boy is close to the wall or cliff."

"'The radar peep that echoed from the moon was more than a faint signal of hope to radio scientists and astronomers', observed Brig. General David Sarnoff. 'To them it was as important as the first feeble transatlantic signal to Marconi's ears when he plucked the letter "S" from the ocean air. That flash of three dots in the Morse code told him that world-wide radio communication was possible. Similarly, the radar signal from the moon proved that man might some day reach out to touch the planets; it revived speculation on interplanetary communication and inspired great hope for interstellar scientific exploration.'

This revised edition of "Radar" (Harper & Brothers, N. Y. Price \$3.00) is Mr. Dunlap's tenth book. The others are: "Dunlap's Radio Manual", "The Story of Radio", "Advertising by Radio", "Radio in Advertising", "The Outlook for Television", "Talking on the Radio", "Marconi: The Man and His Wireless", "The Future of Television", "Radio's 100 Men of Science."

The new edition of "Radar" is dedicated to Charles M. Dunlap, Jr., USNR, Mr. Dunlap's nephew, "who served his country in naval radio operations on board the USS Sibley in the war against Japan at Iwo Jima, Okinawa, and in other areas of the Pacific."

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NO CHANCE WHITE BILL PASSING; WOULD SPLIT FCC & BAN HIGHER POWER

Government control of radio program content as implied by the White Bill reported out of Committee last Wednesday (June 9) is in effect "repeal of the Constitutional provision" protecting freedom of speech and the press, Justin Miller, President of the National Association of Broadcasters said last Thursday.

Commenting on S-1333, which was reported out of the Senate Interstate and Foreign Commerce Committee by a vote of 9 to 4, and which would amend the Communications Act of 1934, Judge Miller said that such control of program content "would return radio and the press to the status of England's 'licensed press' of the 17th century.

"I cannot see how this kind of control can be reconciled with the flat statement of the Supreme Court only last month that 'We have no doubt that motion pictures, like newspapers and radio, are included in the press whose freedom is guaranteed by the First Amendment.' For instance, what of facsimile, which is a newspaper transmitted by radio? Would the Commission control it?

"Although the apparent theory is that the Federal Communications Commission would act only after the fact, and with regard to the so-called 'over-all' programming policy of a licensee", Judge Miller said, "it is clear that over-all programming cannot be examined in a vacuum - any such examination must include a consideration of specific programs. We know from years of practical experience, that the Commission has acted and will continue to act before the fact, and with respect to specific programs, unless this type of supervisory power is denied to it.

"For a demonstration of this, one need look no farther than the still-undecided 'Mayflower rule' controversy, which was established by default when a radio station was intimidated into cancelling specific programs in order to have its license renewed.

"This plainly, is censorship both before and after the fact. It is contrary not merely to the present Communications Act's prohibition of such censorship, but to the plain and forbidding language of the First Amendment to the Constitution as well. We cannot acquiesce in this proposed legislative repeal of the Constitutional provision."

The amended White Bill contains two different versions from that which a subcommittee approved and submitted to the full committee last December, namely that the Federal Communications Commission would be split into two panels - one to handle broadcasting matters and the other for common carriers and the safety and special services, and Commissioners' salaries would be boosted to \$15,000 from the current \$10,000. Also the bill would write into law the portion of pending Johnson Resolution (S-246) banning a power above 50 kw until international agreement on the use of higher power is reached via the North American Regional Broadcasting Agreement.

Since Congress is all set to adjourn as of June 19th, if at all possible, and despite President Truman's spanking, there is little chance of the bill being passed this session especially since the House has not yet held any hearings on it.

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ZENITH SUES ADMIRAL CORP. FOR UNFAIR COMPETITION

Zenith Radio Corporation has just filed suit in Federal Court against Admiral Corporation and Continental Can Company, charging that Admiral had "copied, imitated, and appropriated" the design of Zenith's fast selling "Zenette" model portable radio.

The suit charges unfair competition, and alleges that the public will be deceived by this close imitation of the popular Zenith model. Zenith has asked for an injunction.

The suit was filed by Irving Herriott and Charles O. Parke as attorneys for Zenith Radio Corporation.

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FACSIMILE TO GO COMMERCIAL ON FM BAND JULY 15

Rules and regulations to enable commercial FM stations to give commercial facsimile service were announced Thursday (June 10) by the Federal Communications Commission, the enabling rules to be effective July 15. Experimental facsimile broadcasting has progressed to the point where the FCC feels its operation on a commercial basis is warranted.

The FCC rules will allow either the simplex or multiplex methods to be used. Simplex facsimile interrupts the aural programs during facsimile transmission on the channel, but in multiplex both are transmitted at the same time. Because of this, simplex facsimile transmissions will be limited to one hour between 7 A.M. and midnight, with no limit for the hours between midnight and 7 A.M. Multiplex facsimile on the other hand, may be transmitted for a maximum of three hours between 7 A.M. and midnight, as well as any time between midnight and 7 A.M.

The FCC urged in its announcement that continued multiplex experiments be carried on so that FM and facsimile may operate in the same band without limiting frequency response.

The rules authorize a recording width of 8.2 inches for the usual number of scanning lines per inch (105), but allows other paper widths where desired with appropriate numbers of lines per inch under the single set of standards.

With respect to non-broadcast services, facsimile has been employed to some extent by common carriers, such as the telegraph, and by police, aeronautical and some other specialized services. Facsimile may be authorized for such services provided the emissions are confined to the band assigned to the particular service.

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PLANS OUTLINED FOR WOIC AND WOR-TV AT WASHINGTON GROUND BREAKING

Ground breaking ceremonies were held yesterday (June 15) for the transmitter building of Washington's newest television station, WOIC, scheduled to go on the air October 1 on Channel 9. A 300-foot television and antenna have already been erected at 40th and Brandywine Streets.

At the ceremonies, attended by FCC Commissioner George Sterling, a comprehensive plan was revealed under which the new station will link Washington with TV stations in New York and other key eastern cities, and transmit to them Washington-originated programs of national and international import and receive their outstanding programs in return.

Theodore C. Streibert, President of WOR in New York which owns and will operate the Washington TV station, said in revealing the plan, "Soon after WOIC's debut, WOR will open its New York television outlet, WOR-TV, and the two television stations, connected by coaxial cable, will exchange programs between the nation's two most important news centers. These stations", stated Mr. Streibert, "will become the nucleus of the Mutual eastern regional television network. The programs originated by the two stations will be furnished as Mutual program service to the members and affiliates of Mutual which operate television stations. Also film recordings of these programs will be offered to Mutual affiliates not connected by the coaxial cable or micro-wave relay."

In describing the WOIC transmitter building, J. R. Poppele, Vice-President of WOR in charge of engineering, who attended the ground breaking ceremonies, said, "WOIC's transmitter building will be a one-story structure of modern design approved by the District Board of Zoning, Fine Arts Commission, and Park and Planning Commission."

"In equipping the transmitter building", Mr. Poppele said, "WOR engineers will take advantage of all new methods of construction and design. Provision has been made for shortwave, micro-wave and relay equipment and terminals for the co-axial television cables."

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TRUMAN DOESN'T FORGET FRIEND PETRILLO; TELLS HIM REMOVE CONGRESS

President Truman didn't forget his newlymade friend James C. Petrillo, re-elected President of the American Federation of Musicians, on the "non-political" coast-to-coast trip. From the presidential train at Olympia, Washington, Mr. Truman telegraphed to Mr. Petrillo at the AFM convention at Asbury Park last week, charging that Congress, by commission and omission, was imperiling the future of America.

Mr. Truman's message, which continued his criticism of Congress, asserted that this country has gone forward - not backward - for fifteen years and that all Americans have shared in the growth and development of its economy and resources.

"Recently this pattern has been challenged", the message said, "by a Congress which has enacted class legislation to benefit favored groups, a Congress which favors increasing prices and profits, but is indifferent to the problems of the small wage earner."

Delegates of the union received the message with vigorous applause.

Senator Wayne Morse, (R), of Oregon, attacking the Taft-Hartley Law as the work of a hysterical Congress, predicted in an address before the convention that it would provoke "an uprising that would correct the conditions" brought on by the law. He also predicted that various sections of the act would be found unconstitutional.

While criticizing communism, which he said "would establish a police state if it prevailed", he also assailed the Mundt-Nixon bill to outlaw Communist activities as a blow to democracy.

A resolution intended to foster revival of vaudeville as a means of creating employment opportunities for musicians was adopted. It authorized Mr. Petrillo and the executive board to set up a "Committee to Bring Back Vaudeville." Another resolution adopted urged Congress to abolish the 20 per cent amusement tax.

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WJZ-TV ANTENNA GOES UP ON HOTEL PIERRE THURSDAY

WJZ-TV, the American Broadcasting Company's key television station, will emerge from the laboratory and blue-print stage and become visible to thousands of its potential viewers when, on June 17, its ultra-modern antenna structure will be transported from Camden, N.J. and hoisted to the top of the station's transmitter site, the Hotel Pierre, at Fifth Avenue and 61st St., New York City.

According to Frank Marx, ABC Vice-President in Charge of General Engineering, the WJZ-TV antenna, designed to transmit a powerful audio and video signal over the entire Greater New York area, will be of the pylon super turnstile type. Built by the Radio Corporation of America for the American Broadcasting Company, the huge structure weighing 8,000 lbs. will be installed atop the Hotel Pierre in three sections. The pylon, or under-structure, will be delivered in two sections and the six-bay, all-steel turnstile antenna will arrive at its destination in one section. The over-all height of the antenna structure will be 80 feet, and, when hoisted onto the hotel, one of New York's highest buildings, will give WJZ-TV a monumental antenna in the heart of Manhattan.

The installation of the antenna assures WJZ-TV's great potential audiences that the network's excellent programs will achieve topmost quality of transmission, for the equipment recently installed in the Pierre to originate the station's signals matches in efficiency the antenna that will put them on the air.

With the transmitter already installed, and the antenna erection schedule for June 17, ABC plans to transmit test patterns in the near future. Action transmission of programs will begin in August.

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 ::: SCISSORS AND PASTE :::  
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Radio-Tele's 300 G Convention Tab  
 ("Variety")

It's estimated that the week of the Republican Convention in Philadelphia this month will add up to a \$300,000 expense account for the radio-television networks and stations. This amount, of course, is exclusive of the regular salaries of staffers assigned to the GOP powwow and if the cancelled-out commercial time segments were added the figure would approximate something closer to \$400,000.

NBC alone, it's said, will have a total of nearly 200 at the Philly convention for its radio-tele setup, with the other three networks (ABC, CBS, Mutual) adding an additional 200. The estimated 300G figure is based on such items as hotels and room space, food, liquor, transportation, lines, engineering, private phones, air conditioning units, teletype and news printers. Plus the overtime tab for personnel.

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You Have Two Choices  
 (Richard L. Coe in "Washington Post")

Of television the radio industry is of two minds! . . .

- (1) That "video" eventually will take over all phases of radio . . .
- (2) That "video" will remain, no matter how important its scope, only a supplementary modium of the air . . .

Radio, as we know it, is here to stay, says the first camp, pointing to 40 million radio families and network billings of \$200 million a year.

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Newspapers Increased Their Advertising Share By 31%  
 ("Editor and Publisher")

In 1946, newspapers got 27% of national ad expenditures while the magazines received 35%. The report indicates that during 1947, however, the newspapers increased their share to 31%, while magazines dropped to about 34%. Other major media, such as network and spot radio, lost some of their share, or, like outdoor and farm journals, remained relatively static in this respect.

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Churchill Claims British Led World In Radar  
 (Winston Churchill in "New York Times" and Life Magazine)

In the Spring of 1939 the Graf Zeppelin flew up the east coast of Britain. General Martini, Director-General of Signals in the Luftwaffe, had arranged that she carried special listening equipment to discover the existence of British Radar transmissions, if any. The attempt failed, but had her listening equipment been working properly the Graf Zeppelin ought certainly to have been able to carry back to Germany the information that we had Radar, for our Radar stations were not only operating at the time but also detected her movements and divined her intentions. The Germans would not have been surprised to hear our Radar pulses, for they had developed a technically efficient Radar system which was in some respects ahead of our own. What would have surprised them, however, was the extent to which we had turned our discoveries to practical effect, and woven all into our general air defense system. In this we led the world.

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: : : TRADE NOTES : : :  
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The election of Charles Edison and Morris F. LaCrois as Directors of the International Telephone and Telegraph Corporation was announced last week by Col. Sosthenes Behn, Chairman and President of the Corporation, following a regular meeting of the Board of Directors.

Mr. Edison is President and Director of Thomas A. Edison, Inc., and formerly served as Governor of the State of New Jersey from 1941 to 1944, and as Secretary of the United States Navy from 1939 to 1940. Mr. LaCrois is Chairman of the Board of the General Telephone Corporation and is also a partner in the brokerage firm of Paine, Weber, Jackson and Curtis. He is also a trustee of Smith College.

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The morning and Sunday published St. Louis Globe-Democrat will be cited for its extra-curricular services to the citizenry of St. Louis and Missouri by editor Gabriel Heatter during the course of his "Behind The Front Page" broadcast over Mutual on Sunday, June 20 (7:30 to 8 P.M., EDT). Mr. Heatter will salute the paper for its outstanding civic betterment contributions and for its leadership in civic affairs both locally and state-wide. The citation to the paper will follow a dramatization on a story typical of those published "behind the front page" of a newspaper.

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J. Leonard Reinsch, Manager of radio for the James M. Cox stations, was the main speaker at the June 15 radio session of the Advertising Association of the West convention which got underway on Monday, June 14, for four days in Sacramento. Mr. Reinsch spoke on "What's Ahead of Radio". Harry C. Butcher, President of KIST, Santa Barbara, formerly with the Columbia Broadcasting System in Washington, presided as Session Chairman.

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A bill stripping the Federal Trade Commission of authority to issue "cease and desist" orders was approved last Friday (June 11) by the House Interstate Commerce Committee. It substitutes Commission authorization to prepare complaints for presentation to Federal District Courts for prosecution.

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A three-man committee, headed by Prof. Robert Bowie of Harvard Law School, is now making a study of nine independent regulatory commissions, including the Federal Communications Commission. The study is being made under Lodge-Brown bill setting up a Commission on the Organization of the Executive Branch of the Government. Report of findings will be made to Congress early next year. Owen D. Young and ex-Senator Robert LaFollette are two other members of the Committee.

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Television sets will enable reporters at typewriters in the press room to keep in touch with what is going on down on the Philadelphia Republican National Convention floor, and cue them for rapid re-entries to their convention seats for quick coverage of major happenings as they develop.

A farewell luncheon will be tendered to FCC Commissioner Clifford J. Durr by the Washington chapters of the National Lawyers Guild on June 19th upon his retirement at the end of his term on June 30. Speakers will include FCC Chairman Wayne Coy; Thurman Arnold, former Assistant Attorney General, and Senator Claude Pepper.

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 Commander E. F. McDonald, Jr., of Chicago, President of the Zenith Radio Corporation, left last week for the Summer vacation to what he described as the North Country where he said it would take \$2.50 postage on a postcard to reach him.

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 John M. Otter has been elected Vice President and General Sales Manager of Philco Corporation, it will be announced tomorrow by James H. Carmine, Vice President, Distribution, of the Corporation. Mr. Otter joined Philco in 1926 and has played an important part in helping to create the nationwide Philco distribution organization which includes 134 wholesale distributors and about 27,000 dealers. For the past year he has been General Sales Manager of Philco.

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 A hearing was held today in Washington in the cases of Radio Kits, Inc., and others, for false and misleading advertising in the sale of radio parts assembled in kits.

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 Plans for a vast adult education project to be undertaken by the National Broadcasting Company and its affiliated stations in cooperation with leading U. S. colleges and universities were announced Monday (June 14) by Ken R. Dyke, the network's administrative Vice-President in Charge of Programs and Public Affairs.

Institutions of higher learning are being invited to join with NBC and its affiliates in a college-by-radio plan which will provide home-study courses built around network-produced programs, supplementary guidance broadcasts by local affiliates and university stations, and assigned reading. The entire project will be under the supervision of Sterling W. Fisher, Manager of the NBC Public Affairs and Education Department.

-----  
 Announcement was made last week in New York by John Cowles of Minneapolis, Vice-President of Cowles Broadcasting Co., and Mrs. Cowles, of the engagement of their daughter, Sarah Richardson, to John Marshall Bullitt, son of Mrs. Donald M. Payson, of Portland, Me., and the late Keith L. Bullitt of Los Angeles. The wedding will take place in August.

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 A United Press report from Athens, Greece, stated that William Donovan, wartime chief of the U. S. Office of Strategic Services, left by plane Sunday, June 13, for New York, after a preliminary investigation into the death of George Polk, Columbia Broadcasting System correspondent. Donovan said "Greek police and judicial authorities are handling the case satisfactorily."

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 John Mills, who had been living in Pasadena, Calif., since his retirement as Director of Publications of the Bell Telephone Laboratory in 1945, died Monday night in Rochester, N.Y., while visiting his son, John Jr.

An important contributor to the development of transcontinental telephony, Mr. Mills held twenty-nine patents relating to wire and radio telephonic communication, and as an author had done a great deal toward making modern scientific achievements comprehensible to the layman.

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June 23, 1948

REPUBLICANS TAKE FCC TO CLEANERS; REP. COX, GA., LAUGHS LAST

The move to have the Federal Communications Commission investigated by a select committee went through the House in the last Hours of Congress like greased lightning. Although the resolution was introduced by Representative Forest A. Harness of Indiana, it was said to have been inspired by Representative E. E. Cox (D), of Georgia, who resigned the chairmanship of the House Interstate and Foreign Commerce Committee chairmanship four years ago under fire while that group was investigating the FCC, which it later practically whitewashed.

Commenting upon the record breaking speed with which the resolution was handled, and accusing Representative Cox, Representative Adolph J. Sabath (D), of Illinois, endeavoring to block the measure, said:

"This resolution before us was introduced day before yesterday, in the afternoon, I think about 2 or 2:30. At 3:00 o'clock a meeting of the Committee on Rules was called. The committee acted upon the resolution even before it was printed. It was reported without any hearings and in the few moments that the committee was in session, there was no testimony with the exception of a statement that was made by my colleague, the gentleman from Georgia (Mr. Cox). I observed that other members of the committee were not familiar with the resolution.\* \* \* \*"

"I surmise what is behind it but I am constrained to express my suspicions. However, in view of the statement and interruption of my colleague from Georgia [Mr. Cox] I strongly feel that he may have been behind the influence in urging this action. I also wonder why the Committee on Interstate and Foreign Commerce held a meeting this morning and by a nearly unanimous vote agreed to oppose this resolution and now have been obliged to reverse its position and to support the resolution. Again, I refrain to express my views because it has been my policy that if I could not do a person some good, I would not harm him.\* \* \*"

Representative Sabath declared that a further investigation of the FCC if any were made, should be made by the House Interstate and Foreign Commerce Committee, which spent two years going over the FCC in 1943-44 and "knows something about the Commission."

Rep. Charles A. Wolverton (R), of New Jersey, Chairman of that Committee said:

"The resolution which is before the House deals with a matter which comes within the jurisdiction of the Committee on Interstate and Foreign Commerce. Under the Reorganization Act the Committee on Interstate and Foreign Commerce is given legislative jurisdiction over matters relating to the Federal Communications Commission. The Reorganization Act lodges with each of the regular Committees of Congress the responsibility of examining into the admin-

istration of the agencies of Government within their respective jurisdictions."

Nevertheless the resolution prevailed to have an entirely new Committee investigate the FCC which will probably be headed by Rep. Harness and which Rep. Cox in all likelihood will be a member. Referring to the old investigation, the latter said:

"Never in the history of this Congress was so outrageous a campaign initiated and prosecuted against a Member of this House as was that carried on against myself, in the effort to prevent the exposure of a record that would be shocking even to Mr. Sabath if he knew it."

To which Mr. Sabath replied:

"It was because of the strong personal plea of the gentleman from Georgia made at that time that the resolution was adopted and the investigation was ordered, but later the gentleman from Georgia resigned from the select committee and the gentleman from California [Mr. Lea], Chairman of the Committee on Interstate and Foreign Commerce, was appointed in his place, and the final report which I now have before me does not bear out the statement of the gentleman from Georgia. It does not indicate that there was any interference in the investigation."

Rep. Sabath put up a spirited defense of the FCC even to taking up the cudgel for Edward Lamb, of Toledo, of alleged Communist leanings, who is alleged to have been favored by the Commission with four radio licenses within two weeks, and is one of the main targets in the Harness resolution, saying:

"Mention has been made of the fact that the Commission granted several licenses to a gentleman, a Mr. Lamb. It was charged that he has leanings to the left and it was charged that two of the stations he has operated for the past several years have carried broadcasts allegedly communistic in character or that might be deemed in advocacy of communistic front organizations. I wish to state that if I thought for one moment that the Commission had issued these licenses to Mr. Lamb's organization without warrant or justification and without any investigation, they ought to be investigated and I would be keenly interested to know about it. The fact is that while the applications were approved a few weeks ago, one of them was filed as far back as 5 years ago. It is also a matter of record that no complaints have been filed against Mr. Lamb's two operating stations by the citizens in the cities in which the two stations are located.\*\* The record shows that the Commission, as well as the FBI, had made a thorough investigation and that the four licenses were granted conditionally. Two of the stations, I am informed, he is not in position to finance. He does not own them personally; they are held by different corporations, but he has the controlling management.

"Mr. Lamb, I understand, is the same gentleman who filed the first portal-to-portal suit against a certain corporation. I wonder if that fact is not the underlying reason for the attack being made against him. \* \* \* \* \*

"I do not wish to delay the House unnecessarily. I think the resolution has no place here. As to the question as to whether the employees in the Commission are disloyal, I am told that the 1,300 men who are employed have been investigated by the FBI."

Rep. Harness said he was making no allegations against the FCC because he had no personal knowledge of the facts.

"If there is no foundation for the charges, then Congress should be informed and the FCC cleared and exonerated."

The five man committee soon to be named by Speaker Martin which will go to work at once, and report to the new Congress in January, has been given broad authority to investigate every phase of the FCC including the Commission's right to issue the controversial "Blue Book", a report of an FCC advisory group which leveled criticism on the public service policy of the FCC and the broadcasting industry and concerned itself with the quality and content of the programs.

During the course of the debate on the Harness resolution, former Democratic Speaker Rayburn of Texas, said:

"I do not know what kind of a Chairman Wayne Coy is going to make. I think he is a very good and a very able man. But whatever he is, he is a better man and a better chairman than the man he succeeded was capable of being."

The last Chairman was Charles Denny, now Chief Counsel of the National Broadcasting Company.

Commenting upon the Harness resolution, the Washington Post said:

"The busy, busy Rules Committee of the House - the committee that for weeks and weeks was too busy to report a rule on draft legislation, the World Health Organization, housing, the bill to finance United Nations headquarters and other vital measures - acted yesterday with the speed of electricity. A resolution introduced in the morning by Representative Harness to provide for another investigation of the FCC - shades of Congressman Cox and his witch hunt of yesteryear - was given a rule instanter and put before the House without a moment's reflection. What hath Leo Allen wrought! Obviously, judging from its progenitors and the time of its propagation, another star chamber, conceived in politics and dedicated to the proposition that a Federal agency can do no right. The Rules Committee of the Eightieth Congress could come to no more fitting finish."

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Mexico, according to an Associated Press report last week, canceled concessions of all foreign telegraph, radio and cable companies, effective June 16, 1949.

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STORER DISCOUNTS TV'S HARMFUL EFFECTS ON BROADCASTING

Commander George B. Storer, President of The Fort Industry Company, took sharp issue with an article by Joseph W. Taylor in the Wall Street Journal (May 21) in which Mr. Taylor said television was luring listeners away from the living room radio sets and neighborhood movies and in effect the worst was yet to come.

"It is apparent", Mr. Storer wrote, "that Mr. Taylor has been exposed to a great deal of convention conversation at the National Association of Broadcasters' meeting in Los Angeles. Evidently a gloomy picture of the future of radio broadcasting has been painted for his benefit."

Mr. Storer said it was also apparent that "any temporary dislocation of radio broadcasting is more than offset by the enhanced opportunities offered by television."

Complaints were to be expected "from certain broadcasters who have enjoyed substantial earnings and, in many cases, not too much competition in the past", Mr. Storer said.

"Being a so-called old-timer (21 years)", Mr. Storer continued. "I can well remember the early vicissitudes of our present radio broadcasting system, and I am much more enthusiastic over the potential opportunities for service and profit in the field of television than I was in the early days of radio. This is largely due to the present day acceptance which radio has developed with advertisers. Many late comers in the radio broadcasting business do not know the uphill road traversed by early licensees of radio stations."

Mr. Storer also pointed out that not only radio would have its advertising funds siphoned from it by video. He said that the combination of the elements of sight, sound and motion into a single means of mass communication has already demonstrated its "tremendous impact" upon audiences and should prove to be "one of the most effective advertising vehicles ever developed."

"It is, also, quite possible", warned Mr. Storer, "that the development of television as an advertising medium will not adversely affect radio advertising budgets alone, but, also, may seriously reduce budgets allocated to other advertising media."

"President day radio broadcasting", said Mr. Storer, "did not achieve its present successful status until network broadcasts and low cost receivers had been developed. The growth of television will undoubtedly parallel that of the radio broadcasting industry."

Mr. Storer said it was his opinion that "ultimately television receivers will be used to receive regular radio broadcasting on the sound channel part of the day and, during appropriate periods, television will be added; thus combining both sight and sound, communication and entertainment from a single instrument."

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HOUSE FCC PROBE SPARKS SENATE TO MAKE OWN INVESTIGATION

Although obviously intended as a counter-move to keep the House from running away with the ball but described as only to secure more facts for the Federal Communications Commission reorganization bill (S. 1333) which failed to pass last week's Congressional log jam, the Senate will conduct its own probe of the FCC. Thus, election year to the contrary notwithstanding, the Communications Commission will be investigated twice this Summer. The House had previously approved the creation of a select committee to look into whether or not the FCC is granting licenses to subversive persons or organizations, the "Blue Book", etc. (See previous story page 1 this issue).

Closely following the House move comes this announcement from the Senate Interstate Commerce Committee which has jurisdiction over radio and communications matters in the upper body:

"Senator Wallace H. White, Jr., announced the appointment of a subcommittee of three members of the Senate Committee on Interstate and Foreign Commerce to study various communications problems during the recess of the 80th Congress.

"The subcommittee will be headed by Senator White and includes Senators Tobey of New Hampshire and McFarland of Arizona as the other members. The subcommittee will act under authority granted legislative committees by the terms of the Congressional Reorganization Act to maintain a continuous watchfulness of the execution of the laws by the administrative agencies.

"The terms of the order under which the subcommittee will operate indicates that a comprehensive study is to be made of all phases of communications with the purpose of recommending legislative proposals to the next Congress. The operations of the Federal Communications Commission to determine whether that agency is adequately checking overall operation and qualifications of radio station licensees in granting renewals of licenses are to be looked into. Other matters slated for study include problems relating to American domestic and international telephone, telegraph and cable companies, including national defense problems; the question of radio frequency shortages for such services as aviation, trains, taxicabs and industrial uses; and forthcoming international conferences at which treaties will be made regarding the use of radio frequencies.

"Senator White, who is completing 31 years of service in Congress, was persuaded to act as chairman at the urgent request of both Republican and Democratic members of the Committee who sought to have the veteran legislator's wide experience and broad viewpoint made available to the next Congress in its consideration of communications legislation."

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MACKAY RADIO OPPOSES PRESS WIRELESS RATE INCREASE PLEA

The Mackay Radio and Telegraph Company, by its attorney James A. Kennedy, has entered its opposition at the Federal Communications Commission to the efforts by Press Wireless to compel Mackay to increase by at least 50% its rates for multiple-address press (or "presscast") service, and asks that Press Wireless' petition be dismissed.

The Mackay petition states in part:

"The increase in multiple-address press rates, authorized by the Communications Commission's Order of July 30, 1947, in an amount 'not to exceed 50% on the average' was clearly predicated upon and designed to meet the needs of Press Wireless, Inc. on the basis of hearings held in April and May, 1947. No other carrier offering multiple-address press service at that time, in one form or another and as an incident to over-all general public service communication, had sought increases in rates for such service. In endeavoring to meet the revenue requirements of Press Wireless, Inc. at that time (it had requested a 70% increase), the Commission noted that it was unable to find on the Record 'that the operations of Press Wireless offered a fair basis for the fixing of press rates generally for all of the carriers. It is entirely possible that the costs reasonably attributable to the handling by Press Wireless of its press traffic are higher than those of carriers handling large volumes of commercial and government traffic, in addition to press traffic, as a result, for example, of the ability of such other carriers to distribute overhead costs over the several classes of service.' The application of a flat 50% increase in the rates of other carriers for such types of multiple-address press service as they offer would clearly have been wholly unwarranted.

"The Commission's Order of April 22, 1948, following further hearings in this proceeding, did not fix at 50% or at any other amount the increase which Mackay might have to make in its multiple-address press service in order to eliminate the unlawful discrimination, preference and advantage found to exist with respect to Mackay's charges for multiple-address press service.\* \* \* \*

"Within thirty days from the service of the Commission's Order of April 22, 1948, Mackay submitted to the Commission an amended tariff for its multiple-address press (or "presscast") service, effective on thirty days' statutory notice, applying such increases in rates as will add to Mackay's presscast revenues a sum which, percentage-wise, is equivalent to the additional revenues for point-to-point services as are estimated to result from the increased point-to-point rates authorized by the Commission."

"Press Wireless, Inc. requested no increases in rates applicable to any of its press services, for two reasons: first, it did not foresee operating losses resulting from its operations at rates in effect after August 5, 1947, and, second, further increases in rates for press communications service would be contrary to the public interest because such action would reduce 'the amount of

traffic flowing between the countries at a time when all our government agencies are advocating as much freedom of expression and exchange of news as possible'."

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REINSCH CALLS TELEVISION "MOSTEST" INDUSTRY

While speaking last week before the Advertising Association of the West at Sacramento, Calif., J. Leonard Reinsch, Managing Director of the Cox Stations, described television as "the mostest" industry that has ever been developed in this country. He predicted that the achievements of sound broadcasting will be projected 100-fold by television, but not to the exclusion of any existing medium.

Mr. Reinsch pointed out that television is the most expensive, the most fascinating program service, the most personnel required, takes the most space in the spectrum and is the fastest growing industry in the country.

The fact that television "is the most powerful sales force ever developed by man" was pointed up by the facts that "94% of the sensory stimuli needed to encourage product sales are apparent in television advertising" and that although it costs five dollars per person to demonstrate a car, even with the limited ownership of video receivers "it costs only three and one-half cents per person per demonstration" in New York.

Mr. Reinsch said that he was a "confirmed television zealot" and went on to present facts on the growth of the number of television stations and the prediction of FCC Chairman Coy that "all channels in the 140 top markets will be gone by the end of this year."

In closing Mr. Reinsch stated: "Television? Certainly, it will set the world on fire. It will put every man-jack of you in the advertising business on the alert. You'll come up with the answer."

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RMA REPORTS TV SET PRODUCTION RISE CONTINUES IN MAY

Production of television receivers continued to climb during May, while radio set production in a seasonal decline fell below both the previous month's output and the May 1947 total, the Radio Manufacturers' Association reported yesterday [Tuesday, June 22].

May's TV set production by RMA-member-companies totalled 50,177 for an average of more than 12,500 receivers produced weekly. The average weekly production of television receivers in May represented an increase of more than 38 percent over the average weekly production for the first quarter of 1948. May's output brought TV set production by RMA member-companies to 214,543 for the first five months of 1948 and the total manufactured since the war to more than 400,000.

Radio set production, including FM-AM and TV receivers, totalled 1,096,780 in May compared with 1,182,473 in April.

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SENATE RAMS THROUGH HENNOCK FCC O.K.; "SUSPICIOUS", SAYS BALL

Almost the last business to be transacted by the Senate early Sunday morning following its historic 40-hour final session, was a rush confirmation of the nomination of Miss Frieda B. Hennock, New York attorney, to be the first woman to serve on the Federal Communications Commission, in fact believed to be the first woman ever to be named to a Federal regulatory body aside from Frances Perkins, Secretary of Labor. Miss Hennock was appointed to a seven-year term by President Truman at \$10,000 a year to succeed Clifford J. Durr, who resigned recently when his wife came out for Wallace.

Senator Joseph H. Ball (R), of Minnesota, jumped to his feet declaring that he was opposed to the nomination.

"So far as I can discover, the only investigation, the only hearing, regarding this nomination, was a brief executive session of the subcommittee of the Committee on Interstate and Foreign Commerce. For several weeks the reports were that the nomination would never get out of committee. Then all of a sudden it was reported, with, I may say, somewhat suspicious haste. It is for a 7-year term on the Federal Communications Commission. In my opinion that is a tremendously important Commission. I think it is up to the Senate to satisfy itself - and frankly I am not satisfied; I do not know about the wisdom of the nomination one way or the other - that appointments to this Commission will really serve the best interests of the Nation.

"I myself have observed some rather disturbing things about the Federal Communications Commission. I have heard more disturbing reports since this nomination was reported. I have heard a report, on what I consider reliable authority, which indicates that certain interests, groups, who are greatly interested in this nomination, have a direct pipe line to the Federal Communications Commission, which we certainly would not want to have occur. What the score is I do not know. So far as I can determine, Miss Hennock is a lawyer from New York, and I might point out that the late President Roosevelt never appointed a member of the Federal Communications Commission from New York City, for the simple reason that New York City is the center of the radio industry, and he wanted to avoid any possibility of the industry itself having too much influence on the Commission. So far as I can discover, she has had no experience in radio matters, and from what I can learn of her background, frankly I do not think she is qualified for the job.

Senator Owen Brewster (R), of Maine, came to Miss Hennock's rescue saying that the Senate Interstate and Foreign Commerce Committee had favored her confirmation by a vote of 8 to 0.

"Miss Hennock", the Main Senator continued, "has been a member of the New York bar for 20 or 25 years. I hesitate to estimate the age of a lady, but I should say she is between 40 and 50 years old, so she is reasonably mature. She has had quite a brilliant record at the bar. She is a member now, which is somewhat unusual for a woman, of the third largest law firm in New York City, one of

the most highly respected and distinguished, one composed almost exclusively of Republicans. She has had no experience in radio, as the Senator from Minnesota has said, which, it seemed to many of us, was perhaps most fortunate, because one who had been active in radio work, representing radio clients, would by that very fact come in under somewhat of a cloud. The committee took into consideration her breadth of experience and training and recognized abilities.

"I may say that one of her most earnest sponsors was John W. Davis, of New York, who certainly is a leader of the New York bar, and who vouched most earnestly for her capacity and character. And from many other quarters there have come most earnest testimonials as to the character and competency of this woman."

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NBC EMPLOYEES, EXECUTIVES IN FAREWELL PARTIES TO FRANK MULLEN

As final evidence of their high regard for him during long association, the National Broadcasting Company gave not only one, but two, big send-offs for Frank E. Mullen, former Vice-President and General Manager when he recently took over his new duties as what was reported to be the \$100,000 a year presidency of the G. A. Richards network - WJR, Detroit, WGAR, Cleveland, and KMPC, Los Angeles.

The NBC management committee and stations operations group hosted Mr. Mullen, originator of the famous Farm and Home Hour, at a farewell dinner Friday, June 4, which was featured by a dramatic review of his career at NBC. Brig. Gen. David Sarnoff, Chairman of RCA, and Niles Trammell, President of NBC, were the high ranking officials on this occasion.

A week later, all company employees were guests at a parting reception in Mr. Mullen's honor at the Waldorf-Astoria. Numerous gifts were presented at both parties.

Mr. Mullen has opened a temporary office in the Hotel Chatham in New York, but later will make his permanent headquarters in the West.

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RAYTHEON PRODUCES NEW UNIVERSAL TELEVISION RECEIVER

Marking another step forward in the rapidly advancing television field is the introduction of a universal television receiver which operates on alternating current of any frequency as well as direct current. This universal set eliminates the need of converters in DC areas and is now in production by Belmont Radio Corporation, Chicago, subsidiary of Raytheon Manufacturing Company.

The new receiver is a table model with a 7" direct view video screen and it incorporates all the latest developments in television engineering. Priced at a suggested retail list of \$179.95, the set is the forerunner of the completely new video line to be marketed in the near future under the name of Raytheon-Belmont.

Encased in a genuine mahogany cabinet, the new AC-DC television set has 17 tubes (plus one rectifier tube) and it covers both television bands and all 13 station channels. It provides improved television viewing - 23 square inches of picture surface giving fine definition and a brilliant true-to-life picture. All essential controls are on the front panel. Measuring 17"x16"x10" and weighing but 30 pounds, the receiver is easily moved and can be used with almost any ordinary table.

In describing the new TV set, G. L. Hartman, General Sales Manager of Belmont, yesterday [June 22] emphasized the following additional features: Simplified pre-set tuning for any station; automatic sight-sound station selector; exceptional brilliance, adjustable to individual preference, and low power consumption. All components and tubes are standardized, enabling easy replacement when necessary, and the set is highly resistant to extraneous interference.

An important part of the Raytheon-Belmont television program is its new portable test equipment designed for use by service dealers. This equipment also is in production and consists of three units: Composite video generator (list price \$250); R-F alignment signal generator (list price \$300); and antenna alignment communicator (list price \$39.50).

The composite video generator brings to the service engineer in a single, small lightweight portable case all the elements needed to provide a complete "standard television video signal". Thus trouble shooting and repair work can be carried out in the shop or in the home, at any time - and no time is lost waiting for a television transmitter to come on the air. The unit weighs 45 lbs.

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NEW ASCAP HEAD SEES TV LENGTHENING SONG LIFE

Fred E. Ahlert, who has recently been elected President of the American Society of Composers, Authors and Publishers, makes the prediction that whereas a song used to last for months, radio cut that time down sharply but feels that television may stretch it out again.

"Song writers don't have an easy time, and I know it", says Mr. Ahlert. He now can probably do more about it than any other man.

First, Mr. Ahlert hopes to make the use of ASCAP music easier for the 31,000 ASCAP-licensed broadcasters, hotels, night clubs, theaters, symphonies, concert bureaus.

Second, he will encourage the creative worker. "The more people work on songs, the more chances we have of getting the best", he believes, and adds emphatically: "Creation is individualistic. It must be uninhibited, unrestricted, uncensored if the writers are to turn out songs of lasting quality.

A big broad-shouldered man with hair that is thinning and turning gray, slow of speech and soft-voiced, Mr. Ahlert is no man to talk about Ahlert. You have to ask someone else about his popular

song successes: "I'll Get By", "Mean To Me", "I Don't Know Why", "I'm Gonna Sit Right Down and Write Myself a Letter", "Walkin' My Baby Back Home", and Bing Crosby's theme song: "Where the Blue of the Night Meets the Gold of the Day."

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RMA PRES. NAMES INDUSTRY MOBILIZATION COM.; OFFICERS ELECTED

RMA President Max F. Balcom yesterday (Tuesday, June 22) appointed an eight-man Industry Mobilization Policy Committee which will immediately urge appropriate Government officials to adopt a mobilization plan for the radio and electronics industry as developed last week by the RMA Board of Directors at Chicago.

Fred R. Lack, Vice President of Western Electric Co., New York, was named Chairman of the Policy Committee. The other members are: Paul V. Galvin, President of Motorola, Inc., Chicago, Vice Chairman; Frank M. Folsom, Executive Vice President, RCA Victor Division, Camden, N.J.; Harry A. Ehle, Vice President of International Resistance Co., Philadelphia; George R. Haase, Vice President of Operadio Manufacturing Co., St. Charles, Ill.; H. L. Hoffman, President of the Hoffman Radio Corp., Los Angeles; W. A. MacDonald, President of Hazeltine Electronics Corp., New York; and R. C. Sprague, President of Sprague Electric Co., North Adams, Mass.

Mr. Balcom's action followed a thorough discussion and anticipated military requirements for radio and electronics equipment by the RMA Board of Directors during the Association's 24th annual convention at Chicago last week. At that time RMA Directors were told that the Government's armaments demands from the radio industry may reach a billion dollars annually.

The committee will seek more long range objectives to expedite the production of military equipment through a spreading of the work among all segments of the radio industry, including both large and small manufacturers, equally throughout major producing areas.

In addition to Max F. Balcom being re-elected as President of the RMA for his second term, Leslie F. Muter, of Chicago, was re-elected RMA Treasurer for his Fourteenth year. Dr. W. R. G. Baker, of Syracuse, N. Y., was re-elected Director of the RMA Engineering Department, and the Board of Directors re-elected Bond Geddes, Executive Vice President, and reappointed John W. Van Allen of Buffalo as General Counsel. Following the Board meeting, Executive Vice President Bond Geddes announced the appointment of James D. Secrest as RMA Director of Public Relations. Mr. Secrest will continue in charge of all RMA publications and serve also as staff assistant to the Parts Division.

The three new Directors are: Allen B. DuMont, President of Allen B. DuMont Laboratories, Inc., Passaic, N.J.; John W. Craig, General Manager of the Crosley Division of Avco Manufacturing Corp., of Cincinnati, Ohio; and Herbert W. Clough, Vice President of Belden Manufacturing Co., of Chicago.

The twelve Directors who were re-elected are: Benjamin Abrams, of New York City; Max F. Balcom, of Emporium, Pa.; W. J. Barkley, of New York City; H. C. Bonfig, of Chicago, Ill.; G. Richard Fryling, of Erie, Pa.; Samuel Insull, Jr., of Chicago, Ill.; J. J. Kahn, of Chicago, Ill.; F. R. Lack, of New York City; W. A. MacDonald, of New York City; A. D. Plamondon, Jr., of Chicago, Ill.; Allen Shoup, of Chicago, Ill.; and G. W. Thompson, of Columbus, Ind. Retiring Directors are Past President R. C. Cosgrove, Lloyd A. Hammarlund and Monte Cohen.

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GRADUATED SCALE OF TELEVISION PROGRAM AUTHORIZED

The Federal Communications Commission adopted rules (amending Sec. 3.661) which provide for a graduated scale of television programming during the early license period. The change, proposed May 6, 1948, and now made final (June 16), permits a program operating schedule, effective July 1, 1948, as follows:

During the first 18 months - not less than 2 hours daily in any five broadcast days per week and not less than a total of 12 hrs. a week.

During the period 18 and 24 months - same, but at least 16 hours per week.

During the period 24 to 30 months - same, but at least 20 hours per week.

During the period 30 to 36 months - same, but at least 24 hours a week.

After 36 months - not less than 2 hours in each of the seven days the week and at least 28 hours per week.

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TELECASTING STILL IN THE RED SAYS PHILCO'S NEW PRES.

The television broadcasting industry is still operating in the red, William Balderston, new Philco President stated in a newspaper interview last week, but he believed that profitable operations for this industry were not too far distant. He said that while last year stations had trouble rounding up advertisers, this year advertisers are steadily increasing in number. Also as more television sets come into the market, he explained, television stations will be able to increase their rates correspondingly. Last year about 180,000 television sets were produced, he estimated. This year, he felt, output will reach 600,000 units.

Mr. Balderston said that Philco's television set output currently was between 3750 and 4000 sets a week and that company expected this rate to be doubled by end of 1948. He added that the weekly production rate of television sets will exceed that of radio receivers in dollar volume early in the final quarter of this year.

About half of the company's 17 manufacturing plants now contribute directly to television production, Mr. Balderston said. The final manufacturing operations are conducted in a new \$3,000,000

plant on C Street between Westmoreland and Ontario, where Philco has installed the longest conveyerized production lines in the world for producing television receivers in quantity. This plant was designed especially to turn out television sets.

"There are still many production problems troubling the industry but none of them seem insurmountable", Mr. Balderston said. "A shortage of cathode ray tubes may become one of the major problems. Philco plans to invest \$500,000 to increase production at its Lansdale tube plant, with output stepped-up so that it will fill 30% of company's needs over next few years." Mr. Balderston pointed out, however, that a shortage of glass blanks is now limiting production of tubes by the industry. Expensive glass-blowing machines used to blow glass for these tubes takes a year to make, and glass shortage will probably limit cathode ray tube production for some time to come.

Shortages of steel, aluminum and cabinets are also furnishing problems to the industry.

The effect of the growth of the television industry on the radio industry is still a matter of conjecture. Television set and television-radio-phonograph set sales will probably have an important effect on the sales of radio-phonographs, but Philco president said he would like someone to tell him just how extensive it will be. He foresaw, however, a good production year for radios in 1948. He estimated that total radio set output would range from 15,000,000 and 16,000,000 sets this year, compared with 19,000,000 last year. He believed automobile radio set output might jump from 3,200,000 sets last year to 4,000,000 this year.

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BROADCAST APPLICATION FORMS CHANGED

The Federal Communications Commission made final certain changes in broadcast application forms and record-keeping requirements which it proposed May 20, 1948. These changes, effective August 1, 1948, are largely editorial and clarifying in nature, although some of them substantially affect the kind and extent of the information required. Changes are made in the following forms: 301 (Application for Authority to Construct a New Broadcast Station or Make Changes in an Existing Broadcast Station); 302 (Application for New Broadcast Station License); 303 (Application for Renewal of Broadcast Station License); 313 (Application for Authorization in the Auxiliary Radio Broadcast Services); 314 (Application for Consent to Assignment of Radio Broadcast Station Construction Permit or License); 315 (Application for Consent to Transfer of Control of Corporation Holding Radio Broadcast Station Construction Permit or License); 321 (Application for Construction Permit to Replace Expired Permit; and 701 (Application for Additional Time to Construct Radio Station; and Sections 3.46, 3.182 and 3.254 of the Commission's Rules and Regulations are amended. Present forms can be used until September 30, 1948.

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:::: SCISSORS AND PASTE ::::  
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Store Broadcasting Reported Spreading Rapidly  
("Washington Post")

Is it not enough, it seems, that, with the blessing of the Supreme Court, our ears are to be bombarded by raucous admonitions and appeals, political and otherwise, coming from sound trucks in parks and on street corners. A new advertising industry called store broadcasting is reported making great headway. Several grocery chains are trying it out. Housewives as they struggle with baskets or carts through grocery shopping crowds, trying to decide whether they can afford bananas after what they paid for lamb chops, now find themselves being urged through a loudspeaker to take home Zilch's canned beans or Blink's macaroni to surprise and delight their husbands. The voice is usually a compelling masculine one, frequently that of a familiar radio announcer. As yet, advertisers aren't fully decided whether this method will cause shoppers to harken to suggestions or to clap their hands over their ears and flee the store. If sales go up - as they already have on some products so advertised - loud speaker advertising will be extended.

After that, no doubt we shall find ourselves being pursued by resonant huckstors into department stores, restaurants, beauty shops, drug stores, barber shops, pool halls, even Turkish baths. Already broadcasting on streetcars has become a public issue. Taxis will probably join the movement and lease out their ether. Add all the honking from power-mad motorists, and the screeching of their brakes, clatter of trucks, clangor of streetcars, whir of low flying airplanes, shriek of telephones, blare of neighbors' trumpet-voiced radios, and we shall be virtually assured of continuous din. Nor need we expect anything to be done about it. For decades little groups of crusaders have organized societies and passed resolutions for noise abatement, yet bedlam around us increases. Perhaps we should be realistic and face the fact that most people like noise - especially if they can make it themselves - also that as life gets more and more mechanized, more people will be equipped with noise-makers, and that we might as well take Pope's advice and learn "the wondrous power of Noise."

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Yale Raps Rudy Vallee  
("Yale Alumni Magazine")

Unfortunately the Whiffenpoofs never copyrighted their anthem. Some fifteen or more years ago Rudy Vallee, a Yale graduate ('27) copyrighted a portion of it and popularized it on the radio. The song in various arrangements has been further commercialized through the years greatly to the embarrassment of members of both the Whiffenpoofs and Mory's.

Rudy Vallee was never a member of either organization.



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⋮⋮⋮ TRADE NOTES ⋮⋮⋮  
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Harry Diamond, 48, Chief of the Electronics Division of the Bureau of Standards, died unexpectedly Monday, June 21, at his home in Washington. Born in Quincy, Mass., Mr. Diamond had been associated with the bureau since 1927 when he joined its staff as an associate radio engineer. As wartime chief of the Bureau's ordnance development division, he was instrumental in the perfection of a number of electronic devices used in the war, including the proximity fuse, described as the "No. 2 secret weapon of World War II.

He also was one of the inventors of an instrument landing system for airplanes, and in 1933 he participated in the first completely blind flight of an airplane from College Park to Newark, N.J.

Mr. Diamond received a number of awards in recognition of his achievements in the field of electronic development, including the Washington Academy of Science Award for Engineering Achievement in 1940 and both the Naval Ordnance Development Award for Exceptional Service and the War Department Certificate for Outstanding Service in 1945.

His funeral was held Tuesday, June 22 with burial in Arlington National Cemetery.

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George Bristol has been appointed Manager of the Presentation Division of the CBS Sales Promotion and Advertising Department, effective immediately. Mr. Bristol joined CBS in 1946 assigned to general promotion duties and more recently was senior sales presentation writer.

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The proposed new Senate Office Building to be built of marble and rising seven stories high on 1st Street between B and C Streets, N.E., in Washington, will provide space for 15 standing committees of the Senate. The approximate cost of the structure will be \$21,700,000 and will have space for a large auditorium and provide for broadcasting, television and movies. There will be dining space and large hearing rooms.

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The Navy Department has announced that an amphibious cargo ship, the Marquette, has arrived at Haifa carrying seven mobile radio sets and their operators to establish communications for the Palestine truce observers working under Count Bernadotte.

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Total value in national advertising carried in daily newspapers this year should "at least break through the \$400,000,000 mark", Alfred B. Stanford, Director of the Bureau of Advertising, American Newspaper Publishers' Association, predicted in an interview last week.

At the present rate of newspaper ad gains, this would appear to be a conservative estimate. The total last year for newspapers was \$369,000,000, a gain of nearly \$100,000,000 over the total for 1946. Considering that conditions are more favorable this year, a rise to nearly \$400,000,000 does not seem improbable.

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Radio — Television — FM — Communications

NILES TRAMMELL

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heinel, *Editor*

Founded in 1924

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No. 1831

June 30, 1948

COY EXTRAVAGANTLY PRAISES DURR, PRES. LOYALTY PROGRAM CRITIC

No one leaving the Federal Communications Commission has been so highly lauded as Clifford J. Durr, retiring member of the Federal Communications Commission, whose term expires today (Wednesday, June 30) and who will be succeeded by Miss Frieda Hennock, New York lawyer, first woman to serve on the Commission.

Comment was occasioned by what seemed to be the excessive praise of Commissioner Durr by Wayne Coy, FCC Chairman, despite the fact that Mr. Durr vigorously disapproved of President Truman's loyalty program and the announcement that Mrs. Durr would head the Henry A. Wallace campaign in Northern Virginia. There are those who credit the loyalty and Henry Wallace incidents with Mr. Durr's reportedly not seeking reappointment. The exact circumstances of his exit have remained somewhat of a mystery but it is known that Durr visited the White House shortly after it became known that Mrs. Durr was going to the bat for Wallace and that the announcement came almost immediately thereafter that President Truman had accepted Durr's resignation.

The facts in the case were, of course, known to Chairman Coy who in going all out in his praise for his colleague Mr. Durr, evidently had no feeling that he was being disloyal to his boss, President Truman.

Mr. Coy, addressing a farewell luncheon to Commissioner Durr at a luncheon of the National Lawyers Guild of the District of Columbia said, in part:

"I like to speak of a man - with the full realization that the best speech about Cliff Durr is our experience with him.\* \* \* \*"

"I like the patriotism of Cliff. He does not overlook the dangers that are within our borders. Nor does he hold any base shame for his own folk. He knows their underlying greatness. He is an exultant believer in democracy. If he is capable of wrath, all his wrath would fall upon those reckless sons of America who would sell our soul of liberty for restraints to be imposed by a few. \* \* \* \* I covet such patriotism for myself. I am angry at myself when I recognize my derogations from this standard. \* \* \* \*"

"My own conclusion, from what I was able to observe as a broadcaster and from what I have experienced as a member of the Commission is that in Clifford J. Durr, this nation has had an official who has exemplified the highest type of public service in the American tradition.

"Of Mr. Durr, fighting for his beliefs in the smoke and fury of battle, you can make this observation: "There he stands like a stone wall." And I can assure you that you do not know how immovable a stone wall can be until you have engaged Mr. Durr in debate. \* \* \* \*"

"Because of his shining integrity, his keen intellect and his disarming charm, most people who have differed with him have not been able to find it in their hearts to resent him. The few real enemies he has made are of such a stripe that their enmity is a badge of honor.\* \* \* \* \*

"He has been a consistent rebel against 19th Century thinking in 20th Century electrical communications. With the perceptiveness of a Hogarth he has helped the members of the broadcasting fraternity to get a perspective on the follies and the foibles of their profession. He has lost his share of skirmishes and battles but it will be a sad day for America if his long-range objective of a more socially useful and a more democratic broadcasting system ever becomes a Lost Cause. \* \* \* \*

"Today, the name of Clifford J. Durr stands high on the roll of those who have contributed to American broadcasting in the public interest. He has always had before him the vision of broadcasting as a palladium of the people's liberties. He has had high aspirations for the fulfillment of broadcasting's destiny as a dynamic leader in moving this nation toward the realization of the American dream. \* \* \* \*

"I regret that Cliff is seceding from the Commission. I would much prefer to see him continue to carry the load of drudgeries he has endured for the past seven years. I am made selfish in this regard by my own responsibilities. Perhaps I hesitate to face them without his company.

"If I forget thee, Cliff,  
Let my right hand forget her cunning,  
Let my tongue cleave to the roof of my mouth,  
If I remember thee not."

In response at the Lawyers Guild Luncheon, Commissioner Durr, a Rhodes scholar, already on record as against not only President Truman's loyalty program but the abolition of the House Committee on Un-American activities, registration of Communists and favoring the FEPC, declared he was very much concerned "when the Government resorts to non-judicial sanctions to regulate people's minds. I have had occasion to read some of our secret police reports and I am particularly disturbed when I see the secret police given jurisdiction over people's thinking, a situation just as dangerous as in Japan, Germany or Russia."

Senator Pepper (D), of Florida, characterizing Mr. Durr "as one of the most devoted public servants who has ever served the people of this country" and stating that "the Government will be immeasurably poorer following his resignation, inserted in the Congressional Record (June 22, A4385) six pages of newspaper and other articles praising the outgoing Commissioner.

Furthermore, it was stated that Mr. Durr, who is a brother-in-law of Mr. Justice Black of the U. S. Supreme Court, will be feted at a luncheon at the Hotel Astor in New York this week by friends in the radio industry and the Committee of the Civil

Liberties Union. It will be interesting to see just who these radio friends will be as Durr threw bricks at the industry almost from the time he was sworn in. Morris Novik is Chairman of the New York luncheon committee.

Commissioner Durr, who it is said is "already being pushed for speaking and writing assignments", has not announced his plans but it is reported in one quarter since he has already blasted the House Un-American Committee for its treatment of atomic scientist E. O. Condon, that Durr may be built up as a martyr high pressured to leave the Government because of difference of political beliefs with President Truman and the Administration.

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DEWEY, TRUMAN, ALL KEPT EAGLE EYE ON CONVENTION WITH TV

That those vitally concerned as well as an audience estimated at 10,000,000 made the fullest use of television in keeping in constant touch with Convention Hall in Philadelphia last week, was shown by the wide publicity the newest medium of communication received. This free advertising should have been worth a million dollars or more to television set manufacturers to say nothing of how much it will help the broadcasters to get out of the red.

All of the candidates (except General MacArthur) were right in Philadelphia, but even they used television and radio freely. President Truman sitting in the White House was likewise not missing a thing. Here are some of the press references:

Truman At Work Watches G.O.P. Roll Call  
("Associated Press")

President Truman viewed the second ballot roll call at the Republican National Convention by television. He sat in his Oval Room office working on legislation and signing official correspondence during the proceedings, his press secretary, Charles G. Ross, reported.

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Dewey's Set Goes Blooey  
(Edward F. Ryan in "Washington Post")

Governor Dewey heard the start of the balloting in his own suite, but there was trouble with the television set. An aide ran out to get a radio set, saying that Governor Dewey was the only one in town who couldn't hear what was going on. A portable radio was rushed in.

In the break between the first and second ballots he walked, coatless, to the room of Bradley Nash, New York attorney and friend of Dewey's, where there was a television and radio and a direct telephone to the convention floor.

He came out smiling shortly after 5 P.M. when the second ballot had brought him within 33 votes of the nomination. He then predicted his nomination would be made on the third ballot. He returned to his suite, dined there, and went back to Nash's room to hear and see the night session.

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Dewey's Most Moving Experience  
(Ed. F. Ball in "Washington Post")

Governor Dewey gave an account of his own activities from the time he sat down near a television set to hear the crucial third ballot that gave him the nomination.

He said he had known it was "possible" that Senator John W. Bricker (Ohio) would go onto the convention platform to announce the release to Dewey of the delegates who were backing Senator Robert A. Taft (Ohio) for the nomination.

But, he said, he did not know it for a fact until he heard Senator Bricker. "It was one of the most moving experiences of my life", said Dewey. He added that Bricker's words were "beautiful" and that he would "always appreciate" them.

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Dewey, Taft Wives Use Television Sets  
("New York Times")

Neither Mrs. Thomas E. Dewey nor Mrs. Robert A. Taft was on the scene Thursday afternoon during the balloting for the Republican choice for the presidency. Instead of venturing into the steaming Convention Hall, the wives of the two leading aspirants for the nomination watched the proceedings in their hotel rooms by television.

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Mrs. Dewey Spotted Governor's Loud Tie Over TV  
(Mary Van Rensselaer Thayer in "Washington Post")

Mrs. Dewey takes charge of Mr. Dewey's clothes herself, she watches him like a hawk.

During the convention he wore a broadly striped tie. Mrs. Dewey spotted it in the television. "You can't wear that tie again. Those stripes stood out like a zebra."

"Why I think it looks pretty good", protested her husband. But he didn't have a chance. The bit of neckwear was consigned to limboland.

During supper a television set had been set up in Mrs. Dewey's sitting room. Ensnared on a sofa in front of the machine and plopping a few pillows behind her back, Mrs. Dewey and a few intimate friends sat in front of it beady eyed until 11 o'clock. An alert observer whose skill would get her a reportorial job any day, Mrs. Dewey missed no trick. "There's poor Joe Martin, why doesn't someone get him some colored glasses - he'll go blind without them. There's Judy Weiss (New York national committeewoman).

Doesn't she look pretty, I've never seen that dress before. Isn't it nice that Senator Martin comes out so well on the screen. Oh, there's Jane Todd, she looks well, too. Brunettes seem to come out better. Blondes fade - there's a blonde who looks wonderful, do you suppose it's a matter of pigmentation?"

The Dewey boys Tommy and Johnny were briefed for their evening program. They were to go to Convention Hall in charge of Corporal Micklas. Jim Haggerty reminded them that the television camera would be turned on them constantly. They could tell when the camera was working by a red light burning on top.

Asked who they'd like to take with them, Tommy asked: "How about Aunt Margy and Uncle Pat?"

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Taft Eats, Looks, Listens  
("Associated Press")

Senator Robert A. Taft observed the proceedings by television as the delegates cast their ballots Thursday. He and Mrs. Taft were in their air-conditioned room in the Benjamin Franklin Hotel. The Ohio Senator was seated at his desk lunching on chicken salad when the calling of the roll of States began. A telephone line from the Taft suite to the convention hall kept him in communication with Clarence J. Brown, his campaign manager.

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Taft Sticks To His TV Set All Day  
(Clayton Knowles in "New York Times")

With the Tafts in their room all day listening to the television broadcast, the only clue as to what was going on inside came from their visitors, who passed in a steady stream, particularly in the recess period. The only exception came when Mr. Taft stepped into the hall after New York went along with the proposal of recess.

"That certainly doesn't show any particular confidence in their ability to control the convention", said Mr. Taft.

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Stassen's Workers Get Bad News Via TV; Fold  
("Washington Post")

When former Gov. Harold Stassen moved to make Dewey's election unanimous, the workers in his headquarters heard his words come over the radio in stunned surprise. Some of them just quietly picked up and left the headquarters and did not come back. Most of them lingered on to give him a rousing welcome when he paid them a goodbye visit.

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Television Also Gives Vandenberg The Final Word  
(James Reston in "New York Times")

Senator Vandenberg was sitting in a big green chair at his Philadelphia hideout at 250 Eighteenth Street, overlooking Rittenhouse Square. Members of his family were gathered around him in front of a television set, as the clerk at the Republican convention tolled off Governor Dewey's decisive victory.

"This is the last time", he told his children, "that you'll have to come to a convention and worry about the standing of your old man."

"That's okay with me", his daughter remarked.

"Me too!" replied the Senator.

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Television Aerials Were Guarded  
(Meyer Berger in "New York Times")

Two cops doing eight-hour stints, kept twenty-four hour guard on expensive television aerials on the Philadelphia Convention Hall.

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NBC-LIFE G.O.P. TV GOES OVER BIG; RCA LOANS NOTABLES SETS

The most ambitious project of its kind ever attempted there apparently wasn't any question but that the joint television program coverage of the National Republican Convention by the National Broadcasting Company and Life Magazine clicked in a big way.

Nothing like it had ever been attempted before. Or on such a scale. NBC's army of commentators, cameramen, and technicians joined 50 of Life's editorial staff. Network stations in seven cities, including New York and Washington, carried the full Life-NBC news reel while nine other stations showed film resumes.

RCA Victor reported that it had installed television receivers especially for the convention in dozens of key locations in Philadelphia and that an estimated 1,500,000 people saw at least a part of the G.O.P. proceedings by means of the new medium in the Quaker City area alone. RCA placed sets in the following strategic Philadelphia places:

Thomas E. Dewey's headquarters in the grand ballroom of the Bellevue-Stratford, where four big-screen television sets were in operation; also in the private rooms of Gov. and Mrs. Dewey and in the Dewey press and radio headquarters;

Senator Robert A. Taft's convention headquarters in the main ballroom of the Benjamin Franklin Hotel, where a developmental model of RCA Victor's new "life-size" projection television unit was field tested;

Ex. Governor Harold E. Stassen's suite at the Warwick Hotel; Ex-President Herbert Hoover's suite at the Bellevue-Stratford; Gov. Dwight Green's suite at the Benjamin Franklin; Senator Arthur Vandenberg's Philadelphia headquarters, and National Chairman Carol Reece's suite at the Bellevue-Stratford.

Other receivers were installed by the company in the Convention headquarters of the news services and some leading newspapers, and in radio news centers, Life magazine headquarters at the Phi Epsilon Pi Fraternity House, the Pennsylvania Railroad Press Lounge in Convention Hall, and the headquarters of many major broadcasting executives who were in town to supervise coverage of the convention.

A giant television installation was made at the Philadelphia Commercial Museum, near Convention Hall, where six leading manufacturers installed 150 television receivers so that the public could see the convention proceedings on television. Some 4,000 persons in the Museum witnessed the historic third ballot which gave Dewey the Republican presidential nomination.

Reports from RCA Victor distributors in Philadelphia areas where stations carried the television coverage of the event and the company's Philadelphia distributor, reported a 250 percent increase in television receiver sales during the pre-convention week, compared with the preceding week, despite the traditional Summer lag in demand for indoor entertainment service. Washington (Southern Wholesalers, Inc.) reported a 275 percent increase, Baltimore, a 260 percent rise, and the new Boston market, a complete sell-out of all available receivers.

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#### BELL LABS. GET RADAR PATENT RIGHTS

A device for simulating radarscope images whereby radar may be used for commercial and educational purposes was one of 432 inventions patented last week by the United States Patent Office.

Since the war radar has been used in navigation of merchant vessels and aircraft during periods of low visibility. New ways and means have been developed for simulating by optical means the indications produced by radar.

Designed by Scott J. McDermott, of Port Washington, N. Y., and Henry J. Kostkos of Westfield, N. J., and intended primarily for demonstrating the type of indication produced by the "plan position indicator" (P.P.I.) type radar, this device is held useful in connection with sales programs and for general demonstration or educational purposes, as at conventions in scientific museums, etc.

The patent (No. 2,443,631) has been assigned to the Bell Telephone laboratories.

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STA'S FOR AM STATIONS ABOLISHED AS OF AUGUST 16, 1948

Special temporary authorizations in connection with standard broadcast station operation are abolished, effective August 16, 1948, under a report and order announced Monday, June 28, by the Federal Communications Commission in amending its Rules and Regulations (Section 1.324) accordingly. This decision is the result of proposed rule-making announced February 6, 1948.

The Commission noted a general trend by AM stations to use STA's to operate beyond the hours for which they are licensed, many resorting to this practice over extensive periods of time. Of about 2,000 AM stations authorized, more than 450 are for daytime or limited time operation. The number of STAs granted to these stations has increased to such a degree that night service by full-time stations is suffering considerable degradation.

In view of the development of other types of broadcasting, the Commission feels that continued temporary nighttime operation by daytime or limited time standard broadcast stations is not in the public interest. Exception is made in the case of actual emergency, for which adequate authority is presently contained in Section 2.63 of the rules.

The Commission believes that the new broadcast services will be in a position to broadcast the programs which promoted AM stations to request STAs. It holds, in particular, that diligent efforts toward the establishment of FM service in individual communities will take care of such future needs. In this connection, it points out that many AM stations requesting nighttime operation are themselves holders of FM authorizations. The Commission points out that many programs broadcast under STAs are of the type to which full-time stations should devote a reasonable amount of time. In this connection it will in future renewal proceedings give careful consideration to complaints that existing full-time stations failed to devote a reasonable amount of time to such programs.

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NAVAL RESEARCH LABORATORY TO CELEBRATE 25TH BIRTHDAY

The Naval Research Laboratory at Bellevue, D. C., which pioneered in the development of radar, will celebrate its 25th anniversary in ceremonies to be held at the laboratory at 2 P.M. Friday.

The first radar set used in this country was developed at the laboratory in 1938 by Dr. A. Hoyt Taylor. Scientists there also had a hand in the development of the atomic bomb and worked out an electrical welding process and new methods of casting metals which greatly speeded up construction and repair of ships during the war. The work done at the Bellevue laboratory on underwater sound was another important World War II contribution.

The laboratory was formally commissioned in 1923 by Theodore Roosevelt, Jr. to improve the safety and efficiency of the fleet by research into Navy problems.

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COMMISSIONER HENNOCK EXPECTED TO TAKE OFFICE SOON

Although at this late date (afternoon of June 30), no news has been forthcoming from the Federal Communications Commission as to when Miss Frieda B. Hennock expects to take up her reins as the first woman Commissioner on the FCC, it is expected that it will be tomorrow, July 1st, or shortly thereafter, inasmuch as Clifford Durr's appointment as Commissioner expires today. The only hitch in her doing so might be caused by a troublesome tooth which has been bothering her for some time.

Drew Pearson, in his column, wrote as follows concerning Miss Hennock and her appearance before the Interstate Commerce Committee:

"One of the few Truman appointees to be confirmed by the Senate during the last-minute rush of Congress was Miss Frieda Hennock, the first lady ever appointed to the Federal Communications Commission. Miss Hennock was confirmed not only because of her ability but because of her amazing frankness.

"Called before the Republican-dominated Interstate Commerce Committee, Miss Hennock, appointed as a Democrat, told the Senators:

"'I'm against you and I always have been. I have done my best to collect money for Roosevelt and have probably taken a lot of good Republican money away from what you wanted to collect.'

"'Do you know anything about radio?' asked one Republican Senator.

"'Only that I've raised a lot of money for radio programs for Roosevelt', replied Miss Hennock.

"Senator Brewster of Maine wanted to know what Miss Hennock thought of Mary Martin of Maine, who last year was considered as a possible appointee of the FCC.

"'I didn't know her', replied the lady Democrat from New York. "But I think that women haven't had nearly the recognition they deserved since they got suffrage. If they have brains and ability they should not be penalized merely because they wear a skirt.'

"The amazed Senators, taken back by Miss Hennock's frankness, asked many questions, all of them courteous and friendly. When the hearing was over, the prospective FCC Commissioner told the Committee:

"'You're much too nice. I hope you don't confirm me and that you'll call me back here every week.'

"But they didn't, they confirmed her right away.

Note - The FCC is composed of a certain number of Democrats and a certain number of Republicans so that Miss Hennock's political affiliation as a Democrat was not held against her by the Republicans.

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HOUSE AND SENATE COMMITTEES TO CONDUCT FCC INVESTIGATIONS

Two separate inquiries are to be held during the Summer and Fall into the Federal Communications Commission. The House Committee will direct its attention to the FCC personnel and general operations, its licensing and renewal policies and its treatment of applications filed by alleged subversive or Communist-front groups.

The Senate Interstate Commerce subcommittee probe will be conducted by Senators Wallace H. White, Jr., who is retiring from the Senate, and Charles W. Tobey (R), of New Hampshire, and Ernest W. McFarland (D), of Arizona. This Committee will deal with both domestic and international matters, broadcasting and non-broadcasting, with emphasis on FCC's licensing and program review activities so far as broadcasting is concerned.

Speaker Martin (R), of Massachusetts, on Tuesday (June 29) named five members of a special House Committee which is headed by Representative Harness (R), of Indiana. Other members named by Mr. Martin are:

Representatives Hall (R), of New York, Elston (R), of Ohio, Priest (D), of Tennessee, and Harris (D), of Arkansas.

The Committee was named under the Harness resolution adopted by the House June 18 authorizing it to determine whether the FCC "had been and is, acting in accordance with law and the public interest".

The investigation will be the first House probe of the FCC by the Republican Congress. However, the FCC was investigated several years ago by the Democrats and given a clean bill of health.

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FCC APPROVES RCA ULTRA HIGH FREQUENCY TELE STATION IN WASHINGTON

The Federal Communications Commission last week approved a grant for installation by the Radio Corporation of America of an experimental ultra-high frequency television transmitter in Washington, D. C. The new station will be installed at the Wardman Park Hotel, site of the National Broadcasting Company's commercial television station in the Nation's Capital, WNBW.

In announcing plans to explore radio frequencies above 500 megacycles recently, Dr. C. B. Jolliffe, Executive Vice President in charge of the RCA Laboratories, stated that the Washington experiment is a continuation of a long range research program of RCA Laboratories to determine the usefulness of ultra-high radio frequencies for television.

The experimental transmitter will operate on a band of 510 megacycles, simultaneously with the television broadcast service of WNBW on 67 megacycles. Both transmitters will utilize the same transmitting tower. RCA and NBC engineers will make field tests in the Washington area to determine the characteristics of television service in the ultra-high frequencies.

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ZENITH'S DR. ELLETT RECEIVED PRESIDENT'S MEDAL FOR MERIT

Dr. Alexander Ellett, Zenith Radio Corporation's Director of Engineering Research, received the President's Medal for Merit, June 7 at the Museum of Science and Industry, for his contribution to victory in World War II.

The Medal for Merit is the highest award given civilians by the President of the United States. It was presented to Dr. Ellett at the opening ceremony of Industrial and Economic Course of the Armed Forces Industrial college. The Medal is to honor his development work on the V-T proximity fuze for bombs and shells, including the initiation of printed circuits. This work resulted in the development of an efficient, light weight, economical radio device for exploding the projectile when it came into the proximity of a target.

Commander E. F. McDonald, Jr., President of Zenith, was first attracted to Dr. Ellett by his ability during the war to get things done in the shortest possible time. This became apparent when Zenith was manufacturing the V-T proximity fuze.

Dr. Ellett, a veteran of two years in the air service during World War I, earned his Ph.D. in physics at John Hopkins in 1922. He joined the faculty of the University of Iowa in 1924 and became Professor of Physics in 1929.

His major pre-war research activities were in spectroscopy atomic and molecular beams and nuclear physics. In November, 1940, he was invited by Dr. R. C. Tolman, Vice Chairman of the National Defense Research Committee, to enter governmental research. In 1942, when the office of Scientific Research and Development was organized under the directorship of Vannevar Bush, Dr. Ellett was made Chief of Division 4.

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SYLVANIA ELECTRIC SELLS \$15,000,000 DEBENTURES TO EQUITABLE

Sylvania Electric Products, Inc., has sold \$15,000,000 3-1/4 per cent 15-year debentures to the Equitable Life Assurance Society of the U.S., Don G. Mitchell, President of Sylvania, announced last Friday (June 25). Proceeds will be used to pay off a loan of \$14,000,000 arranged with Guaranty Trust Company and a group of other banks in September, 1946. The balance of \$1,000,000 will be added to Sylvania's working capital.

Through a sinking fund arrangement, provision will be made for retirement of \$10,000,000 of the debentures by their maturity date. The Hammond, Harvey, Braxton Company acted as agents for Sylvania in the transaction.

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FORT INDUSTRY CLEARED BY NLRB OF IBEW COMPLAINT

The complaint against The Fort Industry Company by the International Brotherhood of Electrical Workers Local 1360 (AFL) which alleged unfair labor practices, has been dismissed by the National Labor Relations Board Trial Examining Division in Washington. The Board also denied the Union's request for oral argument and hearing, but adds that IBEW may file anew if it contends the company has committed fresh unfair practices.

The IBEW charged in its amended complaint filed in December 1946, that Fort Industry's Miami outlet, WGBS, had discharged and "failed or refused to reinstate" Madeline Foerster, station employee, because she "joined and assisted the union and engaged in concerted activities . . . for the purposes of collective bargaining. . ." The union also charged the company with refusal thereafter to bargain collectively and consequently engaged in unfair labor practices within the meaning of Section 8 (1), (3) and (5) of the National Labor Relations Act.

In its answer, Fort Industry admitted engaging in interstate commerce but denied the charges, alleging that Miss Foerster was discharged for "gross inefficiency, insubordination and lack of attention to duty."

Findings of Sidney Linder, Trial Examiner, showed that Fort Industry recognized the union as the collective bargaining representative of its technicians, and met and dealt with it accordingly. The result was an exchange by each of proposed contracts, most of the clauses with which they were both in accord. This was particularly true, the findings indicated, with respect to the closed-shop provision insisted upon by IBEW but rejected by Fort Industry as inconsistent with the "anti-closed shop" amendment in the Florida State constitution.

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DON LEE GETS \$250,000 NEW VIDEO EQUIPMENT

General Electric Company has announced at Electronic Park, N.Y., that it has shipped television equipment last week for the Don Lee Broadcasting Corp. at Los Angeles, Cal., recently authorized by the Federal Communications Commission to start commercial operations.

Operating experimentally since 1931 to become the oldest station in the United States operating on a regular program schedule, the Company has placed a \$250,000 order with G.E. for postwar television equipment to use under its newly-announced permit.

Equipment furnished by G.E. includes a high-powered transmitter, complete studio and film units, and mobile equipment to be used by the station in covering sports events and other attractions.

The new transmitter, to replace one now located on Mt. Lee, will be installed at Lee Park on Mt. Wilson at an elevation of

5800 feet. This site is expected to give the transmitter superlative coverage of the area.

The television studio equipment will be housed in multi-million dollar production studios on Mt. Lee and the new Don Lee television-radio studios at 1313 North Vine Street, in the heart of Hollywood.

The television equipment has been designed to operate on television channel 2, at 55.25 megacycles for video and 59.75 for audio.

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SAYS TV NEEDS TWO LOCOMOTIVES - MOVIES AND ADVERTISERS

Commenting upon the television situation, E. F. McDonald, Jr., President of the Zenith Radio Corporation, said:

1. The public get what they want -- and they want first run movies in their homes on television.
2. I have often said that television is the baby that grew too big to carry before it learned to walk, but I think a better simile is - television is like a freight train that has a much heavier load of program expense to be pulled than radio and it needs two locomotives to pull it. Radio's relatively light financial program train load has been pulled by one locomotive - namely the advertiser who has paid for everything in radio broadcasting. Television is a long freight train carrying a terrifically heavy financial load for visual programs which cannot economically be pulled by the one locomotive supplied by the advertiser. If television ever hopes to reach its economic destination, it needs and must have a team of two locomotives to pull it - both the movies and the advertisers.

If the movie interests by any chance do not want to supply, in return for adequate remuneration, the additional locomotive that is needed - that locomotive will be supplied by someone else who will control the entertainment world of the future.

Present day television broadcasters now experiencing terrific losses are beginning to appreciate this obvious fact more and more.

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SENATE PRAISES WALLACE WHITE FOR RADIO AND OTHER WORK

Tributes were in order in the closing days of Congress for veteran Senator Wallace White, Jr. (R), of Maine, Senate Majority Leader, Chairman of the Interstate Commerce Committee, co-author of all radio bills, who long has handled radio and communications matters in the upper body. Of Senator White, Minority Leader Senator Alben Barkley, of Kentucky, said:

"As I have often said, both here and elsewhere, there is no man for whose ability, honor, integrity, and personality I have a higher regard than I have for the senior Senator from Maine (Mr. White) who is leaving the Senate at the end of his present term.

"Not only have I served with Senator White in the House of Representatives and in the Senate, but I have visited him in his home in Maine, and I have been charmed by his dignity and his attitude, not only on national matters and international matters, but also on matters regarding the State of Maine where he lives.

"I wish for him the most pleasant retirement."

Senator Brewster (R), of Maine, Senator White's colleague, replied:

"I am quite sure I express the feelings of my colleague from Maine in appreciation to the minority leader, with whom he has been so long associated here in the Senate of the United States. It has been a matter of profound regret that the senior Senator from Maine, the majority leader, has not been able to be more active here on the floor of the Senate in his last year in the Senate, as his service comes to a close; and it is even more of a source of regret to him that in these closing days of the session, his strength did not seem to make it wise for him to stay longer. \* \* \* \* \*

"What the senior Senator from Kentucky has said about the others who have served here for so long is almost equally true of Senator White, who came here as a young man, serving first as a clerk to a committee, and then as assistant President pro tempore of the Senate, and finally rising to the position of Senator, and then to the position which he has graced in recent years, that of majority leader of the Senate, when rounding out more than a quarter of a century of service here; and also being recognized as an outstanding authority in the field of shipping, where the "White Bill" was the name of one of our most important pieces of merchant-marine legislation; and in a rapidly expanding field of radio legislation, as well, where he was recognized in an almost unique manner when the President of the United States, heading another political party, asked him, when he was merely a member of the minority, and not chairman of a committee, to serve as chairman of the United States delegation to one of the great international radio conferences; and the invitation was repeated in more recent years, recognizing his vast authority in this field, as well as the devotion he brought to every field of service into which he entered.

"I know I express the profound regret of the citizens of Maine that he has determined to terminate his long career of public service at this time, when he still has before him many years of activity, in which I know all of us wish for him the very happy days to which his distinguished service so abundantly entitles him.

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::: TRADE NOTES :::  
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The Inter-American Association of Broadcasters is meeting in Buenos Aires, June 30 through July 9th.

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The applications of the Independent Broadcasting Co., Inc. (WIBK), Knoxville, Tennessee, have been denied by the Federal Communications Commission. They included an application for an FM construction permit and an application for an AM broadcast license. The FCC granted the station authority to continue temporary operation for a period of not more than ninety days from June 29th in order that Independent may be afforded time to cease its operations and wind up its affairs.

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Effective last week, three new appointments have been made by the Crosley Broadcasting Corporation, according to an announcement by James D. Shouse, President.

Chester Herman, who has been Assistant Program Manager of WLW on loan to television, is now Program Director for WLWT, Crosley Cincinnati tele outlet. Ken Smith has been named Assistant Program Director for WLW, replacing Chester herman.

Rita Hackett Cassidy has been named Director of Television film procurement, with her office at Mt. Olympus, Crosley's tele site.

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The Franklin Institute's 1948 Levy Medal on Monday, June 28, was awarded jointly to Dr. Jan A. Rajchman and William H. Cherry, both of the RCA Laboratories, Princeton, N.J., for their paper on "The Electron Mechanics of Induction Acceleration". The Levy Medal is awarded annually to the author or authors of an outstanding article published in the Journal of the Franklin Institute. It will be presented to the winners on October 20.

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Col. Sosthenes Behn, Chairman and President of International Telephone and Telegraph Corporation, announced last Thursday that at a special meeting of the Board of Directors, General William H. Harrison had been elected President and a Director of the Corporation, to become effective September 1st next.

Colonel Behn who with his brother Hernand founded the company in 1920, will continue as Chairman of the Corporation and chief executive officer, thus again separating that office from the office of President, which he has also held since the death of his brother in 1933.

General Harrison was born in 1892. His telephone career includes wide experience in manufacturing, engineering, operations and management. He will leave the post of Vice President in charge of Operations and Engineering of the American Telephone and Telegraph Company with a record of outstanding achievement. General Harrison had a distinguished war record in the Offices of Production Management from 1941 to 1942 and subsequently as Major General he acted as Director of Procurement, Army Service Forces, Washington, D.C.

Assistant Secretary of State George V. Allen said last night in South Hadley, Mass., the "Voice of America" must tell the truth about the United States, even if it hurts, or it will lose its value as a propaganda weapon, according to a UP report.

He warned against any effort to picture this country as "the home only of sweetness and light" in an address prepared for delivery to the Mount Holyoke College Institute on the United Nations.

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Kenneth Lloyd Hancock has been appointed Engineer-in-Charge for the Tangier, Morocco station of RCA Communications, Inc. The Tangier office is one of the major stations in the RCA system of automatic tape relay transmission. By utilizing equatorial relay stations radio paths through the auroral zone are avoided. Mr. Hancock joined the RCA organization in 1927. He was formerly Engineer-in-Charge of the New Brunswick transmitting station.

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A special post office box for contributions to the "Silver Shower" campaign to raise \$100,000 to buy radio sets for German schoolrooms has been arranged by the National Association of Broadcasters, to simplify collection of donations by listeners to some NAB member stations.

Most NAB member stations will themselves receive the donations and forward the total to NAB after the drive, which runs from July 4 to 14, but emergency cases may direct their listeners to send donations to "Silver Shower, Post Office Box 7810, Washington, D.C."

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An informal engineering conference was called by the FCC last week for August 10 to gather information on harmonic and spurious emissions from all types of radio transmitters operating between 10 and 30,000,000 kc.

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Contracts totaling \$1,600,000 for transmitters, antenna systems, power plants and auxiliary equipment, will be let by the State Department's International Broadcasting Division this week, it has been learned. This sum is the division's deficiency appropriation for the remainder of the 1948 fiscal year which ends today (June 30) and must be spent before the expiration date or it cannot be used.

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Two more New York hotels, the Taft and New Yorker, now are offering their guests rooms equipped with television. The Roosevelt put television in 40 rooms last November. It reports room service business - beverages and meals - for these rooms is 300 per cent above non-television rooms.

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Edward C. Bonia, General Sales Manager for radio and television, Bendix Radio Division, Bendix Aviation Corporation, has announced the appointments of C. J. Hassard and R. W. Fordyce to his sales staff.

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J.H. Duncan, who has been Acting Director of Television Operations for the Crosley Broadcasting Corporation during the developmental period, has been named Director of Television Engineering for WLWT, Crosley's Cincinnati tele station.

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