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March 2, 1949

## COMPLIANCE TO FTC RADIO TUBE COUNT RULE ALMOST COMPLETE

Announcing almost complete voluntary compliance with a trade practice rule designed to prevent misrepresentation of the tube count of radio sets, the Federal Trade Commission closed Thursday (March 3) an investigation of the radio receiving set manufacturing industry with the issuance of a complaint against Setchel Carlson, Inc., 2233 University Ave., St. Paul, Minn. The corporation is charged with misrepresenting the number of active, fully-functioning tubes in the radio receiving sets which it manufactures and sells.

Reporting on the results of its investigation of the advertising practices of more than 200 manufacturers of radio receiving sets, the Commission said that virtually the entire industry, including all major producers, has not only pledged compliance with the rule but has also furnished proof of compliance. It noted that it had been necessary to issue a formal complaint against only one other manufacturer besides the Carlson firm since the industry-wide investigation was launched. All the other manufacturers either were found to be complying with the rule or agreed to change their advertising practices to conform. The vast majority signed a simple pledge of compliance and furnished samples of their current or revised advertisements. In four cases, however, stipulation-agreements to cease and desist from tube count misrepresentations were accepted by the Commission.

Prior to the initiation of the industry-wide investigation, the Commission said, complaints charging misrepresentation of the tube count of radios were issued against three manufacturers and stipulation-agreements concerning the same practices were accepted from four others. One of these complaints is now pending before the Commission while two have resulted in the issuance of cease and desist orders. Appeal of the order in one case resulted in its affirmance by the U. S. Circuit Court of Appeals for the Seventh Circuit (Chicago).

The investigation centered around representations of manufacturers concerning the number of tubes contained in radio receiving sets, with particular emphasis on the proper manner of distinguishing between tubes and such devices as rectifiers. Rule 3(k) of the trade practice rules for the industry, promulgated July 22, 1939, provides that it is an "unfair trade practice" for any member of the industry to disseminate any advertisements or representations implying that a radio receiving set contains a certain number of tubes when one or more of the tubes are "dummy or fake tubes, or are tubes which perform no useful function, or are tubes which do not perform or were not placed in the set to perform the recognized and customary function of a radio receiving set tube in the detection, amplification and reception of radio signals."

On January 19, 1947, the Commission issued an announcement interpreting the rule and specifically providing that it is "improper" to include rectifiers in the tube count in representations that a set contains a designated number of tubes or is of a designated tube

capacity. The Commission's interpretation pointed out that there was no objection to advertisements which contain reference to a rectifier as long as the tube count is computed without inclusion of rectifiers or other devices which do not perform the recognized and customary function of radio receiving set tubes.

Following release of its interpretation of Rule 3(k), the Commission ordered the industry-wide investigation to determine whether or not manufacturers were complying with the regulation.

The Commission said that 218 manufacturers were included in the survey. Of this number, 163 agreed voluntarily to abide by the rule; 42 are no longer in business; 8 have entered into stipulation-agreements with the Commission to stop the practices; 2 are covered by Commission cease and desist orders; and 3 are respondents in pending complaints.

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A. T. & T. TO DOUBLE TV NETWORK LINES IN '49; ADD 13 CITIES

In 1949 the Bell System will double the number of miles of television network channels now available and will bring its network service to thirteen additional cities, according to the Long Lines Department of the American Telephone & Telegraph Company. By the end of this year there will be some 8,200 miles of television channels in operation, spread over a Bell System inter-city network which will then extend 2,850 miles and link 27 cities.

By Summer, under present plans, the fourteen cities already on the Bell System's television network will be joined by Providence, R. I., and Wilmington, Del. By Fall it is expected that the following cities will be linked: Lancaster and Erie, Pa., and Rochester, N.Y., and Dayton, Columbus, and Cincinnati, Ohio. Toward the end of the year, it is planned to equip the existing coaxial route between New York City and Albany, N. Y. for television transmission and to extend it, by radio relay, to Syracuse, which would permit Bell System service to Schenectady, Utica and Rome as well.

Finally, all through 1949 work will go forward on the important radio relay project which is to provide long distance telephone and television service between New York and Chicago and several intermediate points next year, and for which the Long Lines Department of the A. T. & T. Company filed plans with the Federal Communications Commission last year.

Both radio relay and coaxial cable facilities will be utilized by the Bell System for its 1949 television program, which will include about 450 route miles of radio relay and some 300 route miles of coaxial cable facilities. The cities listed above will be linked to the network in the following manner:

1. The coaxial cable being constructed between Toledo and Dayton will be equipped for television transmission, but from Dayton radio relay will be used to make the connections beyond to Columbus and Cincinnati.

2. Both Lancaster and Erie will be added to the present coaxial circuits in Pennsylvania but the link from Buffalo to Rochester, N.Y. will make use of radio relay.

3. Radio relay will also be relied upon for the Philadelphia-Wilmington and the Boston-Providence additions to the Bell System network.

4. Coaxial cable will form the link between New York City to Albany, N. Y. but the additions beyond to Syracuse, N. Y. will be via radio relay.

The 1949 construction program also makes provision for additional channels along certain existing main routes on the inter-city network. An accelerated program to increase the number of circuits between Philadelphia and Chicago by about May 1, for example, has already been announced by the A. T. & T. Company. However, it is also planned to add three additional television channels between New York and Philadelphia and one extra channel to those already in operation between Philadelphia and Washington, D. C.

As its share in the Bell System television network program, the Pacific Telephone & Telegraph Company has announced a project of its own, intended to provide both long distance telephone and television channels between Los Angeles and San Francisco. Initially, one radio relay circuit will travel northward over a series of eight or nine towers to be constructed on mountain ridges overlooking the San Joaquin Valley from the West side. Service is expected in about a year.

The radio relay system between New York and Chicago now under way will at first provide two television channels, one in each direction, according to the latest information on the project, released by the Long Lines Department of the A. T. & T. Company. Later it is planned to secure additional channels by installing extra equipment in the stations along the route. In addition to terminals in key cities, there are 31 intermediate towers.

Improved equipment built around a new vacuum tube developed by the Bell Telephone Laboratories, will mark the New York-Chicago radio relay system, making it an advance over the facilities between New York and Boston introduced in November, 1947. In addition to benefiting from the experience already gained in operating other Bell System radio relay systems, the new system will be simpler to maintain, more reliable and ultimately provide more channels than any other micro-wave system in service.

As with other radio relay systems, this one will use super high frequencies, called micro-waves, which travel in straight lines and do not follow the curvature of the earth. The relay towers, therefore, must be located so they can direct the micro-waves along an unobstructed, line-of-sight path from one tower to the next. (The other type of inter-city facility that carries television programs over the Bell System networks is coaxial cable - which transmits high frequency electrical signals in copper tubes about the size of a pencil. Usually, eight of these coaxial tubes are included in the cable, which is about as big around as a man's wrist.)

The New York terminal of this system will be erected atop the 450-foot Long Lines Headquarters at 32 Avenue of the Americas while the Chicago terminal will be located on the roof of the new toll building of the Illinois Bell Company at New Congress Street. Already three relay towers have been erected between New York and Philadelphia: at Martinsville, N. J., and Buckingham and Wyndmoor, Pa., while two others are under way at Thomas Hill and Hallam between Philadelphia and Pittsburgh. West of this point field tests have been completed to make sure that each prospective station site has a good transmission path to the sites on both sides. By late Fall all the other towers will have gone up along the route, which ultimately will permit radio relay transmission to travel from Boston as far as Milwaukee, Wis.

Depending on where they are built, the intermediate towers will range in height from 60 to 200 feet. Between Philadelphia and Pittsburgh, they will be placed on hill-tops and will be built from 60 to 80 feet high. Along the flat land in Ohio and Indiana, however, the towers will be constructed about 150 to 200 feet tall. (The towers in the other radio relay projects in Ohio will be about this high too.)

Except for their varying height, each of the intermediate towers is about the same in design - a square, concrete structure with space for emergency power equipment and storage batteries on the first floor, and radio equipment on the second. The special microwave antennas which beam and receive the communications signal are on the roof.

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1948 RADIO-TV SET SALES HIGHEST IN INDUSTRY'S HISTORY

The radio-television industry broke all previous annual records in manufacturers' sales of TV and radio sets in 1948, Max F. Balcom, President of the Radio Manufacturers' Association, said Wednesday night in a talk before the Town Meeting of Radio Technicians at the Rodger Young Auditorium.

"Manufacturers' sales of both types of sets exceeded \$750 million as compared with about \$700 million in 1947", Mr. Balcom said. "And this new peak was reached despite a decline of nearly 20 percent in radio receiver sales."

The sales figures used by Mr. Balcom, he explained, were at the manufacturer level, and retail sales were proportionately higher.

Last December almost half of set manufacturers' dollar sales were of TV receivers, Mr. Balcom added, and for the entire year 31 percent of set manufacturers' dollar volume came from television. In units, however, TV set sales accounted for but 11-1/2 percent last December and only 5.6 percent for the year.

"It seems probable", Mr. Balcom declared, "that in 1949 well over half of the industry's income will come from television sets and that all set sales will surpass the 1948 record in dollar volume."

Mr. Balcom predicted that two million or more TV sets will be manufactured in 1949 along with 10 to 12 million radios.

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CLASH BETWEEN PRINTED WORD, FM, TV FORESEEN BY MITCHELL, NAB

A suggestion to the printing industry to consider a possible revolution in its methods, forced by television and facsimile broadcasting, was made to the Graphic Arts Association by Maurice B. Mitchell, Director of the National Association of Broadcasters' Department of Broadcast Advertising last Monday.

Speaking to a luncheon meeting of the Association in Washington, Mr. Mitchell further suggested the formation of a committee to study the impact of television and facsimile on printing methods, type-faces, colors, and the like.

"We are approaching the time", he said, "when there will be no intermediate step, such as printing, between the act of creation and the delivery of the created product in the living rooms of the nation."

He pointed out that facsimile broadcasting and television are already accomplishing this feat.

The NAB official asked the graphic arts practitioners what the printing industry had done to prepare for the inevitable changes.

"Do you know how your present type faces look on a television screen, or on the paper roll of a facsimile receiver?" he asked. "Do you know whether the serifs of graceful types vanish or not on such a television screen? Do you know what colors show up best in television?"

He warned that, unless some study is made of such problems, the typewriter and the varityper may "beat you to the draw".

"Radio has already demonstrated", he said, "that even the fastest printing is too slow for news. Facsimile broadcasting is going to demand, for its news, even faster ways of preparing printed material for delivery to the living room.

"In addition", he said, "you might give some thought to what the size and shape of the television screen and the facsimile paper are going to do to layout and make-up methods."

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BRITISH FIRM CLAIMS CHEAPEST TV SET AT \$186

A British firm announced last week, the U.P. reports, that it is selling the "cheapest television set in the world". The Electric and Musical Industries, Ltd., of London, said the set, with a 10-inch screen, sells for just under \$186, including a 33-1/3 per cent purchase tax.

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"TV TWO YEARS AHEAD OF SCHEDULE; 63% NBC TIME SOLD", SARNOFF

The pace of television expansion has been so rapid that the industry, at the opening of 1949, was two years ahead of the dates set by the most optimistic forecasts when postwar television sets were first offered for sale to the public in the Autumn of 1946, Brig. Gen. David Sarnoff, Chairman of the Board of the Radio Corporation of America, states in his annual report.

"Two new television stations owned by NBC -- in Cleveland and Chicago -- went on the air in the Fall of 1948 and a third, in Hollywood, began operation early in 1949", General Sarnoff continues. "With the stations in New York and Washington, these additions brought the total of NBC-owned stations to five, the maximum number permitted by the FCC under one ownership.

"Altogether, twenty-two affiliated stations are now receiving regular NBC program service either through cable and radio relay inter-connections, or by kinescope-recorded motion picture film.

"In January, 1948, 33 percent of NBC network television program hours were commercially sponsored; the remaining 67 per cent were noncommercial. By December, 63 per cent were sponsored; 37 per cent, nonsponsored."

General Sarnoff revealed that at the year-end, the NBC coast-to-coast radio network comprised 170 standard broadcasting stations, compared with 167 at the close of 1947. Six are owned by the company; 164 being under independent ownership and affiliated by contract.

"RCA Communications, Inc.", he reported, "was operating 81 international radio circuits linking the United States to 66 countries at year-end. Expansion in radiotelephone service during the year included circuits between Okinawa and Manila, Shanghai and Manila and Okinawa and the United States. Eight new radiophoto circuits were added during the year, making a total of twenty-three."

Net earnings of Radio Corporation of America in 1948 amounted to \$24,022,047, equivalent to \$1.50 per share of Common stock. This compares with \$18,769,557 in 1947, when earnings after payment of Preferred dividends were equivalent to \$1.12 per share.

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CROSLY TRIMS \$40 OFF 10-INCH TV SET

A reduction of \$40 in the price of the Crosley 10-inch television receiver with complete FM radio was announced by W. A. Blee, Vice-President of Avco Manufacturing Corporation, and General Sales Manager of the Crosley Division. The new price is \$299.95 against the old \$339.95. Mr. Blee said the new price is the lowest of any 10-inch television receiver with complete FM radio. He said the reduction was possible because of manufacturing economies effected through steadily increased production.

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## COY HAS ALL THE ANSWERS TO SEN. JOHNSON'S SHARP FCC PROD

Favorable comment was heard for what was said to be FCC Chairman Wayne Coy's forthright answers to a number of sharp questions addressed to him recently by Senator Ed. C. Johnson (D), Chairman of the Senate Interstate Commerce Committee. Chairman Coy's reply to the Senator in question and answer form comprised a 17-page single-spaced mimeographed document issued by the Federal Communications Commission Tuesday afternoon.

"It took courage for Coy to speak out as he did", one man high in the industry observed.

It is a document which will be studied for many months to come. Chairman Coy's indication of the FCC's desire for a network probe, however, doesn't need much clarifying:

"No comprehensive network investigation has been undertaken since 1941. The Commission has long felt that such an investigation is necessary not only to determine how the regulations are working with respect to standard broadcasting, but also to re-examine some of the problems concerning the relationship of the networks to talent bureaus and recording companies and also to examine carefully the effect of the regulations in the FM and television field."

A "hot potato" among Senator Johnson's queries, was this:

"We are concerned deeply with respect to the marketing of television sets. Television-set manufacturers and spokesmen for some broadcasters have repeatedly declared that present-day sets will not be outmoded in the near future. Nevertheless, it appears obvious to us that when and if licensing is authorized in the ultra-high-frequencies and television develops in those frequencies, television sets being manufactured today will be obsolescent. While it is contended that an attachment can be made which will meet such a contingency, in part, we are not greatly impressed with the efficacy of similar attachments for FM frequency shifts. We note that no purchaser of a television set today is warned or advised that such an attachment may be necessary or, in fact, that in a matter of a few months or years, the set for which he is paying \$200 to \$1,000 may be junk. We wonder, therefore, if some action cannot be taken by the Federal Communications Commission which would result in set-manufacturers making clear to such buyers that caveat emptor should not enter into the purchase of such a highly complex and intricate mechanism as a television set.

"We understand that the Federal Communications Commission has no present legal authority to compel such action. If the Commission is of this opinion also, or that suggestions to television manufacturers to correct this practice may fall on deaf ears, we would appreciate recommendations for legislation to meet this problem. The public requires protection."

To which Chairman Coy replied:

"At the outset, it should be pointed out, that television sets presently being purchased will not be rendered entirely obsolete by developments unless the Commission deletes the present 12 channels entirely. As was pointed out earlier, no proposal has been made to the Commission nor is there any notice pending to delete any of the present 12 channels.

"Of course, if ultra-high channels are added, there will be some obsolescence. To be sure, converters can readily be made which will alleviate the matter somewhat but as is recognized in your letter, converters are not as satisfactory as regular receivers.

"It is not possible to measure accurately the degree of partial obsolescence that might result from adding ultra-high channels. No official census exists concerning ownership of television receivers by the public. However, a rather comprehensive survey made shows that there were slightly more than 1,000,000 television sets installed as of February 1, 1949. Of this number only 69,700 - or less than 7% - were in cities in which fewer than four television stations have been allocated. Only 27,000 - or less than 3% - were in cities to which only one station has been allocated. Thus, on the basis of present distribution of receivers, most of the owners of TV sets could get a great deal of usefulness from their sets even if ultra-high channels are added.

"Moreover, as is stated in your letter, the Commission at the present time has no authority to require manufacturers to notify prospective purchasers concerning possible obsolescence of television receivers. You ask our opinion as to whether legislation is desirable on this point.

"This question poses a fundamental problem of the proper scope of the federal government in protecting consumers against the purchase of possible obsolete equipment. This would be a problem not only for this Commission but also for other government agencies. In our field the task would be extremely difficult. Radio broadcasting is but a quarter of a century old and already developments have occurred which in other fields would have taken a century. In the space of a quarter of a century not only has standard broadcasting been developed but in addition two new services - FM and television - have gotten off to a healthy start and facsimile broadcasting appears to be ready to make its debut. Moreover, developments occur so fast that there is no assurance that some revolutionary development will not emerge from the laboratory that will make present systems obsolete because the public advantage to be gained from its adoption outweighs the public burden incident to partial or complete obsolescence of equipment.

"The radio industry is an empirical industry. Its rapid development has resulted from the vision of its leaders and inventors. New developments cannot be scheduled and therefore, it is extremely difficult, if not impossible, to determine when any piece of radio receiving equipment may become obsolete. We are unable, therefore, to make any recommendation regarding obsolescence of equipment now

being manufactured and sold, unless some arbitrary rule is invoked in order to prevent obsolescence. The Commission is of the opinion that no such rule can be drawn which can be applied with equity under all circumstances. It prefers to reach a decision upon the balance of the public interest, convenience and necessity as determined by each situation."

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EDGAR KOBAK RE-ELECTED PRES. OF MBS

Edgar Kobak was re-elected President of the Mutual Broadcasting System at a meeting Tuesday, March 1, in Chicago, of the network's Board of Directors. He continues in a post which he assumed in November, 1944, upon his resignation as Executive Vice President of the Blue Network.

Mr. Kobak actively entered the radio industry in 1934 as Vice President in Charge of Sales for the National Broadcasting Company. He switched his activities to the advertising field in 1936 when he became a Vice President in Lord & Thomas, advertising agency, but returned to NBC in 1940 to head sales for the Blue Network.

When a year later an anti-trust ruling resulted in the reorganization of the double network system, Mr. Kobak helped to formulate plans which made the Blue Network a separate and wholly owned subsidiary of RCA. He became Executive Vice President and a Director of the new corporation.

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AP BROADCASTERS' GROUP ORGANIZED IN VIRGINIA

Virginia Associated Press radio stations had their own organization last week, designed to help the A.P. improve its around-the-clock news service.

The Virginia Associated Press Broadcasters' Association was formed at a meeting in Richmond, Virginia, and Jack Weldon, General Manager of Lynchburg's Station WWOD, was named as its first president.

The Association will work with the A.P. in gathering news, in news development, and will make suggestions for possible improvements in the A.P. radio news report.

Twelve Virginia A.P. member stations were reported at the meeting.

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During the first 10 months of 1948, the Commerce Department reports, the output of radio receivers in Japan totaled 1,392,403; transmitters 1,746; and vacuum tubes (including receiver, repeater, transmitter, and other tubes), 9,700,824.

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AFFILIATES WITH A WHOOP BACK NBC IN CBS TALENT RAID FIGHT

There wasn't any "maybe" in the way the owners and operators of the affiliated National Broadcasting Company which met the early part of this week in Chicago stood behind the NBC in the Columbia Broadcasting System talent raid fight.

The NBC affiliates passed the following resolution:

"The affiliates of the National Broadcasting Company in Chicago today hereby express unanimous and enthusiastic approval of the network program policies past, present and those proposed for the future.

"Further, they are in complete accord with NBC's plan to afford opportunities to new American talent and are confident that this field has unlimited potentialities.

"To the end that all NBC programs shall have the widest opportunities, the affiliates declare their intention to accomplish the most aggressive promotion campaign in the history of the industry so that NBC shall further strengthen its position as the Nation's No. 1 Network."

Niles Trammell, President of the NBC, declared that the network has taken a number of important steps, has thirty new programs at its disposal, and has the situation well in hand.

Charles R. Denny, NBC Executive Vice-President, detailed what President Trammell said was the network's long-range plans for strengthening the industry and enlarging the network's position of leadership. Mr. Denny said the answer lay in developing new programming ideas to attract new audiences and in giving advertisers more value for their money. It was said that the newly projected programs would be available to sponsors at "relatively low cost".

Mr. Denny said the NBC has the answer to the present questions:

"It doesn't call for pulling rabbits out of a hat or performing spectacular miracles. It calls for hard work and imagination, week by week. . ."

Most important information to come to the NBC affiliate members was the announcement of a list of almost thirty new programs which NBC controls and which would be ready for broadcast when facilities are available.

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TV SCHEDULES SUSPENDED PENDING INQUIRY INTO INTERCONNECTION

The Federal Communications Commission announces an Order suspending, until June 1, 1949, new tariff schedules of the American Telephone and Telegraph Co. and certain Bell System companies applicable to furnishing coaxial cable and microwave channels for television transmission, which were to have become effective March 1, 1949. At the same time, it ordered a hearing and investigation into the lawfulness of proposed modified regulations and practices of the respondent carriers for interconnecting their TV transmission facilities with those of others. Hearings will be held in Washington on a date to be specified later. Rates are not involved in this - just inter-communication.

The Television Broadcasters' Association, Allen B. Dumont Laboratories, Inc., Philco Corporation and Philco Television Broadcasting Corp., which on February 18, 1949, filed a joint petition requesting suspension of the schedules, were given leave to intervene, also The Western Union Telegraph Co.

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VIDEO ANTENNA ON WINDOW IS PERMITTED CONDITIONALLY

A new ruling affecting the use of exterior television antennae in apartment buildings was handed down in Bronx Supreme Court yesterday, by Justice Eugene L. Brisach. The action involved the legality of a tenant's window ledge antenna.

Joseph Einson, a tenant at 1302 Rosedale Avenue, the Bronx, New York City, was brought to court by the building owners, D. Greenstein, Inc. to show cause why the landlord should not be restrained from removing the antenna, on the ground that it constituted a hazard.

Justice Brisach ruled that the antenna might remain provided the tenant obtaining liability insurance, ranging from \$10,000 to \$20,000, to protect the landlord in the event of an accident attributable to the antenna.

Court records show that similar cases involving the use of unauthorized roof-top antennae have been decided usually in favor of the landlords.

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BALABAN BELIEVES TV WILL HYPO THEATRE ATTENDANCE

"There is constant talk of television as a threat to our existence", Barney Balaban, President of Paramount said Monday in Hollywood. "Paramount believes television can be used to increase motion picture theatre attendance, by development of full-screen theatre television and the many facets for promotion offered by it."

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POLK MURDER SOLVED, SAYS GREEK AIDE

Security Minister Constantin Rentis said last Monday that the murder of George Polk has been solved.

Mr. Polk, Middle Eastern correspondent for the Columbia Broadcasting System, was found dead in Salonika Bay last May. He had been shot through the head and his hands were tied together.

The Greek Government later announced that Polk was killed as the result of a Communist plot.

Rentis Monday announced the arrest of Mrs. Adma Mouzenides, whose husband, a fugitive has been accused of being the trigger man in the Polk murder.

He said the statements of Mrs. Mouzenides and others "entirely supported" those given by Gregory Staktopoulos, a Salonika newspaperman, and his mother. Staktopoulos was jailed last month when he allegedly admitted taking part in the murder.

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"TEL-A-SEE" CLAIMS EVERYTHING - TV, RADIO AND MOVIES

Fred C. Forney, an architect in Cincinnati, says he will soon put on the market the "Tel-A-See" which will combine television, radio and moving pictures. Mr. Forney said the new device follows the pattern of a television set. The models will have screens of 7 x 9, 8 x 10, and 12 x 15 inch size. The movie projection device, he said, would contain enough film for a two-hour showing and the film would be fireproof.

"Radio music can be turned on when pictures are being screened on a silent set", Mr. Forney said.

"We are fully protected on patents and other rights", he said. "To start with, the parts will be made by other firms on contract and the assembling will be done in Cincinnati. Later on, we intend to do the entire production job in our plant with a basic personnel of 400 employees."

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NEW INDOOR TV ANTENNA ANNOUNCED BY RCA TUBE DEPT.

A new indoor television antenna, for use in urban areas where outdoor receiving antennas are either impracticable or not permitted, has been announced to RCA parts distributors by the RCA Tube Department.

Of decided advantage to apartment dwellers, the new antenna, requires no outside equipment such as that which formerly was objectionable to some landlords. It is designed for maximum efficiency, simplicity of operation and decorative appearance. When properly oriented, it will receive stations on television channels from 2 to 13 in areas where strong signals from these stations are normally received. The RCA Indoor Television Antenna, No. 202A1, comes complete with a 20-foot length of 300 Ohm RCA Bright Picture Transmission Line.

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::: SCISSORS & PASTE :::  
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The Atlass Boys Don't Think Radio Is All Washed Up  
("Variety")

The big talk here is how the Atlass Bros. - Les and Ralph - for years kingpins of midwest radio operations in Chicago, are thinking in coast-to-coast terms of expanding their radio empire. While on the surface the multiple overtures for expansion of radio activities are linked solely to Ralph, it's no secret that the collaborative talents of both brothers are involved in the behind-the-scenes operations.

For years a midwest sparkplug with his WIND, Chicago, indie, and WLOL operation in Minneapolis, Ralph Atlass is encompassing New York and the Coast in his future sphere of broadcasting influence. "And where Ralph goes, Les' influence would be felt equally", is the guiding blueprint.

Aside from a Chi-L.A.-N.Y. three-way spread, there are many here who say don't be surprised if, out of the current confusion and competitive jockeying for WHAS, important 50 kw outlet in Louisville, the Atlass Bros. emerged as the new owners.

With Ralph Atlass brought in to N.Y. to guide the affairs of WMCA, the Nathan Straus-owned indie that's been taking it on the chin, it is deemed inevitable that the Chi contingent will take over complete management. Meanwhile, Ralph, represented by additional Chi capital as well, is gunning for the takeover of the Thackrey KLAC on the Coast. It would be a contingency deal predicated on the FCC okay for the Warner Bros. to buy the three Thackrey properties, with KLAC in turn being resold because WB wants to hold on to its present L.A. outlet, KFVB.

However, Nate Halpren, former assistant to CBS prexy Frank Stanton and now residing on the Coast, is competing with Ralph for the KLAC outlet.

Atlass freres, oddly enough, are envisioning it all in terms of radio, rather than television. They don't go along with the AM downbeat boys who say that radio is washed up. They still see lucrative days ahead for sound broadcasting. Eventually, they know, they'll have to think in terms of video. But not now.

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"Any Day Is Visiting Day", Says Peacheroo Chicago Secretary  
(Ruth Mackay in "Chicago Tribune")

It's interesting to see how the top secretaries in Chicago have achieved distinction. Doris Gundersen, secretary to Comdr. E. F. McDonald, Jr., President of Zenith Radio Corporation, has progressed steadily since her first job. While discharging the duties of whatever position she has held, she hasn't hesitated to make a change for the better.\* \* \*

Any day is visiting day at Zenith, Miss Gundersen says. She enjoys the people who drop in: Comdr. Donald MacMillan whom Comdr. McDonald accompanied on an arctic expedition; Explorer Matthew Henson (he was given the Gold Medal of the Geographic Society of Chicago upon Comdr. McDonald's recommendation); the Australian born explorer,

Sir Hubert Wilkins; Douglas Fairbanks, Jr. and his wife; Louis B. Mayer - all persons in the public eye.\* \* \*

Miss Gundersen lives near the Zenith plant - "only 15 minutes away" . . . is a fine golfer (with a low handicap, between 15 and 16) . . . ranks 10th in the company bowling league of 130 girls . . . owns a dog "Hokey" - "a little lost pup, but smart enough to know he can get away with anything." \* \* \*

Miss Gundersen's position now, with two assistants, a charming office, a pressing but fascinating load of correspondence - and a background of FM music near her desk - is the plum for which she reached.

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Transit Radio  
("Washington Post")

Few Capital Transit patrons realized, when the new 13-cent fare went into effect, that they soon would be treated to the transplanted atmosphere of a tea dance. Street car and bus riders, so the announcements say, are now to be lulled by the strains of "soft melodic music" from special FM radios as they jostle for seats. What the announcements do not stress is that the musical venture is strictly a business proposition and that its importance to Capital Transit has a revenue aspect. It is the commercials that make the programs possible.

Any way you look at it, this prospect amounts to an imposition on the rider's privacy. The person who pays his fare on the assumption that it entitles him to silence has no recourse. The ordinary radio listener can flip a button when there is a distasteful program or commercial. The newspaper reader can skip any advertisements he dislikes. Even the barber shop patron can request a haircut without benefit of dialogue. But the commuter is left no choice; he can either listen to the drone of the loudspeakers - or walk.

Some of the curse is removed, to be sure, by restrictions on the type of program to be offered. Capital Transit promises no jumping jive and no heavy symphonies, but light and soothing music. Commercials will be limited to no more than one every five minutes and presumably there will be none of the variety that drags customers out of their seats. There are to be no blaring loudspeakers, but merely enough volume to provide a harmonious background - directed, incidentally, away from vehicle operators. But all these points are merely mitigating circumstances.

The possibilities of more revenue being what they are, it is somewhat less than likely that this violated privacy will make much difference. Transit radios in other cities are proving lucrative devices which apparently do not entail too much customer complaint. But if Capital Transit is to subject a million riders a day to music and advertising blandishments over which they have no control, then certainly the company has a responsibility both to police the type of program offered and to return to the public, either in better service or lower fares, the benefits of increased revenue. Furthermore, the company ought to consider seriously the furnishing of earmuffs to riders who do not hold with the Capital Transit theory that it is not silence, but the lack of it, that is golden.

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⋮⋮⋮ TRADE NOTES ⋮⋮⋮  
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G. Richard Shafto, WIS, Columbia, S. C., National Association of Broadcasters' Director-at-Large for medium stations, was last Monday named Chairman of the special new NAB Committee to study international radio frequency allocations.

The Committee is composed of Commander T.A.M. Craven, of Craven, Lohnes & Culver, Washington, D. C.; John H. DeWitt, WSM, Nashville, Tenn.; Everett L. Dillard, KOZY, Kansas City, Mo., H. W. Slavick, WMC, Memphis, and Calvin J. Smith, KFAC, Los Angeles.

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WJR, Detroit, has voted a dividend of 10¢ per share to be paid March 10, 1949 to shareholders of record at the close of business March 2, 1949.

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The Eleanor and Anna Roosevelt broadcasts will be heard five times a week at 4:45 P.M. over ABC starting Monday, March 7th. For sometime they have been heard three mornings a week. As yet no sponsor has been obtained for this program.

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"Development In The Immediate Future of Television Transmission And Reception" will be the subject of an address to be delivered to the Chicago Television Council by J. R. Poppele, President of Television Broadcasters' Association, at its Television Conference on Tuesday, March 8, 1949.

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Export deliveries of radio-receiving equipment from Bizonal Germany totaled \$39,520 during the first 7 months of 1948; transmitting apparatus, \$382.95; and electronic tubes, \$89,770.

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"The Pollsters" by Lindsay Roberts, which is expected to put a firecracker under the gentlemen who met their Waterloo on the presidential election is now available at the bookstores.

It is advertised as "the book that President Truman called most interesting" and is described as "A pungent Demonstration that the Pollsters do not know what Public Opinion is and hence cannot Measure it" and "A forceful Warning to those who rashly assume that the only Shortcoming of the Polls is their lack of Accuracy".

Dr. Rogers, the author, is Burgess Professor of Public Law at Columbia University. The publisher is Alfred A. Knoff, New York, and the price \$2.75.

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Stewart-Warner Corporation will introduce a ten-inch-tube television set to operate only on direct current in New York today (March 2), the company announced today. The list price of the set will be \$369.95. The company said it was designed particularly for Manhattan apartment house areas which use D.C.

ABC netted \$468,676 last year in comparison with a net income of \$1,520,756 the year before. The network explained this drop in profits, despite larger gross income, by its heavy expenditures in television.

In 1948 it grossed \$54,047,034, compared with \$52,922,844 in 1947. In 1947 it paid 90 cents a share, compared with 28 cents this past year.

During his recent visit to Hollywood, ABC President Mark Woods said the chain invested \$6,000,000 in television last year and expected to spend another \$5,000,000 in the coming 12 months.

-----  
The chairmanship of the Greater New York Committee of the United Negro College Fund's campaign has been accepted by Don G. Mitchell, President of Sylvania Electric Products, Inc., it was announced Tuesday by John R. Suman, Vice President of the Standard Oil Company (New Jersey), National Campaign Chairman. Mr. Mitchell is National Vice President of the National Association of Manufacturers and a Director of the American Management Association. The fund's office is at 38 East 57th Street, New York City.

Mr. Mitchell said that the New York drive in aid of thirty-one Negro colleges and universities would start in April.

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A joint exploration into the role television can play in education is being undertaken in Philadelphia and Camden primary and junior high schools by the Philadelphia and Camden Boards of Education, the office of the Diocesan Superintendent of Catholic Schools, television station WCAU-TV, and the RCA Victor Division, Radio Corporation of America.

Television receivers will be installed by RCA Victor in 31 public and parochial schools in and around Philadelphia and Camden for the purpose of receiving four weekly telecasts starting next Monday, March 7th. Personnel from the schools systems are cooperating with station WCAU-TV in the development of programs. In order to avoid disruption of the regular classroom work, each of the four weekly programs will be directed to a specific school level.

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Chairman John S. Wood (D), of Georgia, of the House Committee on Un-American Activities, has notified J. R. Poppele, President of the Television Broadcasters' Association, that his Committee will consider the request of TBA to drop its ban on television cameras at open hearings.

In his letter to the Committee, Mr. Poppele declared any citizen of Washington, D. C., or any visitor to the nation's capitol has the privilege of attending open hearings of the House group. Television can accord this same privilege to citizens who cannot come to Washington, including veterans in hospitals, he said.

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Production of radios in Austria reached a postwar high in September 1948 when 1,803 sets were produced. It is estimated that present capacity is about 18,000 sets per month. The recent increase in production resulted largely from improved availability of raw materials, but it is believed that introduction of the installment payment plan for radio sets also influenced the industry to step up production.



# HEINL NEWS SERVICE

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Robert D. Heinel, Editor

Founded in 1924

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March 9, 1949

## ARTHUR GODFREY MAKES PRESIDENT LAUGH WITH CBS WISECRACK

With the President himself among the diners, Arthur Godfrey, top Columbia Broadcasting System commentator, acting as master of ceremonies at the White House Correspondents' dinner in Washington last Saturday night, took occasion to remark:

"Confidentially, Bill Paley sent me down here to see if I could get President Truman to switch to CBS."

The President laughed heartily. A number in the audience not being up on the NBC-CBS talent fight, apparently confused Mr. Godfrey's sally with the recent "switched to Calvert" advertisements but there wasn't any doubt that Mr. Truman quickly got the real point.

Being on the eve of the President's departure for his Florida vacation, it was a gala night. Even Mr. Truman's reference to the White House repairs and the bad condition of the second floor was not taken too seriously:

"We hope to have that remedied by 1952 so that the next man can get in without any trouble."

"That was just a chance remark", one of those present commented. "HST is running for re-election and running hard."

One observer remarked he believed Mr. Truman was being unusually cordial in order to offset his S.O.B. characterization of Drew Pearson and to show his high regard for some of the other commentators and correspondents.

An interesting incident of the evening was the taking off of one of the President's stock campaign speeches by Robert G. Nixon of the International News Service, President of the White House Correspondents. Mr. Nixon concluded his talk with President Truman's best campaign line: "And now how would you like to meet the family?" Whereupon Nixon proceeded to introduce the newly elected officers of the White House Correspondents' Association, and, of course, the audience roared.

It made such a hit, in fact, that the by-play was continued the next day when the White House vacation party arrived at Key West and President Truman turned the tables by meeting the press and radio plane and pretending to interview Mr. Nixon. This was a complete surprise and Nixon and the others were almost knocked out of their shoes when the President sprang the question, "What About Molotov?" which he well knew was going to be the first thing they had intended to ask him.

Incidentally these surprises between the President and the White House newsmen have been going on for sometime. For instance, they pulled a fast one on him at their dinner last year. There was a skit participated in by "Spike" Jones orchestra in which doubles of famous personages would stroll across the stage. One of these

was supposed to be Joseph Stalin and the likeness was exceptionally good. A little later there came someone the audience thought to be dressed to represent Miss Margaret Truman. The likeness was so striking that one of the diners said in astonishment: "It is Margaret." Sure enough it was and no one was more surprised, or pleased, or applauded more heartily as she came forward to sing, than her father.

"You surely put one over on me that time, boys", the President exclaimed.

Among those who attended the White House Correspondents' Dinner were Vice-President Alben W. Barkley and Col. Louis A. Johnson, newly named Secretary of Defense. From the radio industry were:

Martin Codel, William E. Coyle, Earl Gammons, Earl Godwin, Richard Harkness, Sen. Edwin C. Johnson, Philip G. Loucks, Claude Mahoney, Oswald Schuette, Paul M. Segal, Frank Stanton, Sol Taishoff.

The entertainment was furnished by:

Danny Kaye, Polyna Stoska, Metropolitan Opera singer, the Zucker Sisters, classical pianists, and Stan Kavanagh, juggler.

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#### SARNOFF, BACK FROM ABROAD, REPORTS EUROPEAN OUTLOOK BRIGHTER

Returning aboard the S.S. America from a six weeks' business trip abroad, Brigadier General David Sarnoff, Chairman of the Board of the Radio Corporation of America, reported last week that "provided the United States maintains the diplomatic initiative we now hold, the outlook for Western Europe is brighter than it seemed a year or two ago."

Strongly favoring both the Marshall Plan aid program and the proposed North Atlantic Security Pact, General Sarnoff explained that "American help toward Western European recovery is the basic factor in preventing the advance of Communism across Europe."

"Conditions in England, France and Italy are visibly better than they were a year ago, and the same is reportedly true of the other countries aided by the Marshall Plan", said General Sarnoff. "But the basic financial, economic and political problems of Europe as a whole remain unresolved. In my view sound solutions to these vital problems are not likely to be found so long as the 'cold war' between East and West continues and so long as Russia blocks the completion of the Austrian and German peace treaties."

During his trip, General Sarnoff testified at the British Arbitration Tribunal on the nationalization of Cables and Wireless, Ltd. He also had private interviews with Prime Minister Clement Attlee, Winston Churchill and heads of American diplomatic missions as well as leaders of the French Government and European businessmen.

The General said he found much less evidence of "war scare psychology" and a much calmer resolve among the peoples living under difficult conditions.

"My best impressions are not negative", he continued. "The very crises which Russia is creating by her actions on the Continent have brought about a closer affinity in Western Europe than has ever been known before in times of peace."

General Sarnoff warned that a serious setback in the American economy would have grave repercussions in Europe. He added that he does not foresee any major economic recession in America.

Speaking specifically of France, General Sarnoff said that any predictions on the political scene there are "as hazardous as ever." But he was favorably impressed with the success of the French Government's domestic loan which "increased the value of the franc and the strength of the center group parties, at the expense of the extreme Left and the extreme Right."

On Britain, General Sarnoff did not hesitate to point out that British Laborites would soon have the delicate choice between protection of human rights and expanding socialistic theory.

The General was accompanied on his trip by his son, Robert W. Sarnoff, Assistant to the National Director of Television Programs of the National Broadcasting Company.

"My son's mission was to make a detailed study of television in England and France", the General stated. "Every facility was afforded us by the British and French authorities to study the television situation in their countries. We feel progress is being made by British television and plans are also under way to advance television in France. However, we saw nothing in British or French television as far advanced as are the techniques and services in the United States. Britain and France are the television leaders of Europe."

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#### MICROWAVE RELAY TO LINK CROSLY OHIO TV STATIONS

A complicated system of microwave units, metal screens, cables and towers is expected to enable Dayton and Columbus television stations to receive the programs aired by WLW-T, the Crosley Broadcasting Corporation's Cincinnati station, beginning late this month.

Shows originating in Cincinnati, DuMont and NBC network kinescope features and films shown over WLW-T will all arrive in Dayton and Columbus by means of this complex relay system.

Within a few months, WLW-D will originate its own shows, which will be sent along to WLW-C. Additional equipment will later be installed at the relay points - Dayton and Mechanicsburg - to handle two-way transmission of programs.

For the first few months, however, programs will follow a one-way route, from Cincinnati to Dayton to Mechanicsburg to Columbus.

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NBC AFFILIATES GO HOME REASSURED BY TRAMMELL SCRAPPY COMEBACK

Apparently the peppery defiance of Niles Trammell, soft spoken Georgian, President of the National Broadcasting Company, aided by Charles R. Denny, equally soft spoken Marylander, NBC Executive Vice-President, of the Columbia Broadcasting System talent raids was completely satisfying to the owners and operators of the NBC affiliated stations at their meeting in Chicago last week. The other way around, no executive ever received more heartening support than the NBC affiliates' now famous resolution gave to Mr. Trammell.

NBC already has under way many new plans further to assure itself and its affiliated stations of a profitable, permanent future in sound broadcasting, Mr. Trammell informed those at the meeting. He outlined NBC's basic position in these words:

"We have to face up to the challenge of giving even greater value to present advertisers. We've got to make broadcasting attractive to additional advertisers by bringing total radio costs down. And we must do all this without sacrificing our own economic position, or yours, during the years ahead.

"Besides being an advertising business, radio is show business. It cannot be satisfied indefinitely with the same material, the same performers, and the same programs. It must not only expect programming changes. It must be alert and aggressive in bringing about the changes which are necessary to hold audiences and attract new listeners in competition with other forms of entertainment. If radio is to maintain its competitive edge, it must be constantly developing new personalities and new ideas."

The detailed steps by which NBC's new long-range policy will be executed were given by Mr. Denny. The sound broadcasting industry today, Mr. Denny pointed out, faces not only the problem of maintaining radio's popularity in competition with other forms of entertainment, but also maintaining advertising support. The answer, he pointed out, lies in developing new programming ideas to attract new audiences, and in giving advertisers more value for their money.

"The National Broadcasting Company", Mr. Denny asserted, "is pledged to do this job, and it is well equipped to do it. It has the experience and the brains to plan a course that will keep it on top in sound broadcasting. It has the money and the resources to back up these plans. And, above all, it has the resolve to use its money, its experience, and its every effort for that purpose."

Describing the results of the Chicago meeting in superlatives, George Rosen wrote in Variety:

"Niles Trammell, President of NBC, won probably his greatest personal triumph in broadcasting as the entire affiliate membership, called into emergency session, gave him and the network a complete vote of confidence and unanimously endorsed his: "Operations: 1949."

"If any of the boys were expecting fireworks or serious defections from the network in the wake of the CBS succession of talent raids, they were doomed to disappointment. It was Trammell's show, and he won hands down."

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WRC, WASHINGTON, DEVELOPS NEW RADIO SURVEY TECHNIQUE

Station WRC, Washington's NBC outlet, is trying out a new research technique developed under the direction of James Seiler, to meet the growing need for an absolute measurement of radio listening in a specific area. It is believed to be the first accurate survey method covering all radio listening, both inside and outside the home, of all members of the population from "cradle to grave".

WRC has just completed the first trial of the new method and has been able to produce complete audience data on every program broadcast on any Washington station during the six week experimental period in January-February.

Characteristics of the metropolitan Washington population of 1,300,000 individuals were found to be:

- Persons having radio(s) in home: 97.6%
- Persons having telephones in home: 86%
- Persons having television in home: 8.5%
- Persons having FM radio in home: 11%
- Persons who read newspaper(s) on typical day:
  - a. Persons with TV in home: 75%
  - b. Persons with no TV in home: 72%
  - c. All persons: 72%
- Average time spent reading newspapers by those who do read newspapers daily: 57 minutes
- NOTE: Average time for entire sample including non newspaper readers on typical day: 41.5 minutes
- Persons having auto in family: 56%
- Persons having auto radio in working condition: 30%
- Persons listening to auto radio on typical day: 12%
- Average time spent listening to auto radio by those who listen to auto radio on typical day: 50 minutes
- Persons who view television on typical day:
  - a. Viewers with sets in home: 70%
  - b. Viewers without sets in home: 7%
  - c. Total population viewing on typical day: 12%
- Average time viewing TV by those who view TV on typical day:
  - a. Viewers with sets in home: 162 minutes
  - b. Viewers without sets in home: 92 minutes
  - c. Total population viewing on typical day: 124 minutes.
- Persons who listen to FM on a typical day: 5%
- Person who listen to standard AM radio on a typical day:
  - a. With TV in home: 49%
  - b. No TV: 72%
  - c. Entire population: 70%

Average time spent listening to AM radio by those who listen to AM radio on typical day:

- a. TV in home: 121 minutes
- b. No TV: 165 minutes
- c. All: 162 minutes

Persons who attend a motion picture during typical week:

- a. TV in home: 32%
- b. No TV: 36%
- c. All: 35%

Average time spent reading newspapers on a typical day by all adults, including non readers - 48 minutes

Average time spent listening to AM-FM radio on a typical day by all adults including non listeners: 130 minutes

Average time spent reading newspapers on a typical day by all children including non readers: 7 minutes

Average time spent listening to AM-FM radio on a typical day by all children including non-listeners: 73 minutes.

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ELMER CAPTURES OVERSEAS AWARD; THEN RADIO ASSN. PRESIDENCY

Elmer Davis, Washington commentator on the American Broadcasting Company network, was Tuesday elected President of the Radio Correspondents' Association, composed of members of the radio gallery of the Senate and House of Representatives.

Friday evening, Mr. Davis received the Overseas Press Club of America Award for the "best radio interpretation of foreign news" at a large dinner in New York City.

Mr. Davis, a native of Indiana and wartime Director of the Office of War Information, has received many awards for his achievements in the field of radio news reporting.

William R. McAndrew, WRC-NBC, was elected Vice President; Francis W. Tully, Jr., Yankee Network, Secretary; and Bill Shadel, CBS, Treasurer. Members at large are: Howard Kany, AP radio; Rex Goad, Transradio Press, and George E. Reedy, Arrowhead Network.

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G. R. SWIFT NEW WCBS N.Y. GENERAL MANAGER

G. Richard Swift has been appointed General Manager of WCBS, key station of the Columbia Broadcasting System in New York. Mr. Swift takes over the duties of Arthur Hull Hayes, who had been General Manager of WCBS from 1940 until his recent appointment as Vice President in charge of the network's San Francisco office. Mr. Swift has been Assistant General Manager of WCBS since May 20, 1946. He has had 16 years' experience in network and local radio programming, sales and administration.

Mr. Swift was born in Newark, N. J. on October 2, 1912. He joined CBS in December, 1932, after graduating from Montclair (N.J.) High School.

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DENY ULTRA HIGH FREQUENCY WOULD OBSOLETE PRESENT TV SETS

Two top executives, J. R. Poppele, President of the Television Broadcasters' Association, meeting in Chicago, and David B. Smith, Philco Vice-President at the Institute of Radio Engineers' convention in New York City, denied that ultra high frequency (UHF) television now under consideration by the Federal Communications Commission would obsolete present television sets.

The UHF discussion was sparked by page newspaper ads appearing in the principal cities captioned: "Expected Changes in Wavelengths Will Not Obsolete Zenith Television". The ads continued:

"Zenith is the only television receiver on the market today with a specially designed built-in turret tuner with provision for receiving the proposed new ultra high frequency channels on the present standards.

"When you invest in television, now or later, be sure that you buy a television receiver with positive built-in assurance that it will not be made obsolete by any contemplated changes in television channels.

"With Zenith Television no 'converter' will be needed."

Mr. Poppele said in Chicago:

"What may happen is that the Commission might withdraw VHF channels from certain smaller communities that were assigned to them, but with no stations yet on the air, and turn these channels over to metropolitan areas."

The TBA president added that "in place of these channels, the Commission probably would assign UHF bands to the smaller areas."

"Manufacturers then would produce dual band receivers for use in these areas - the dual bands being a protection for the set purchaser who might move to a VHF area later", Mr. Poppele continued. "Conversely, if a person with a VHF television set should move into an area where UHF stations were operating, a simple, inexpensive converter would be obtainable to permit reception in the higher frequencies", he explained.

Mr. Poppele summed up the UHF-VHF matter with the assertion: "I am firmly convinced the present commercial VHF band will be with us for years and years - possibly forever. There should be no fears that VHF band with its immense investment in transmitters and receivers will be rescinded."

In making the UHF tests, Philco engineers were reported to have found that they could obtain satisfactory reception by using a simple three-tube converter attached to a standard Philco television receiver. "Thus, when UHF television service does come, it will not obsolete current television sets", it was said.

"Zenith television receivers are the only receivers presently being marketed which contain an advanced type of turret tuner with provision for receiving not only the frequencies presently allotted to television, but also the ultra-high frequencies on present standards which the Federal Communications Commission is expected to make available to television broadcasters in order to give satisfactory coverage", E. F. McDonald, Jr., President of the company, said.

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### STATE MOVE TO END MARYLAND RADIO NEWS GAG; WBAL FINED \$200

Just prior to Judge John B. Gray fining WBAL, Baltimore, \$200 last Monday, the fourth radio station in that city to be convicted of violating Baltimore's court rules which are aimed to prevent broadcasting of Baltimore crime news, a bill was introduced in the Maryland State Senate which would prevent State courts from establishing any rule "to limit or abridge the liberty and freedom of the press."

The "free press" bill was introduced by Senator P. G. Stromberg, Democrat of Ellicott City, publisher of several Maryland weekly newspapers. The proposal was drawn by Stromberg and a committee of the Maryland Press Association.

Stromberg said he has already received "strong, favorable reaction" to the bill.

"The courts, the State's attorneys and police can well control the dissemination of any facts as to statements or data on the confessions or guilt on the part of those charged with a crime, in the same manner as the deliberations of grand juries are maintained in secrecy", the bill states.

This can be done, the measure adds, "without the necessity of the courts abridging the liberty of the press."

Karl F. Steinmann, counsel for Hearst Radio, Inc., owners of WBAL, announced that the \$200 fine would be appealed.

WBAL argued that it used only the fact that James had a previous record and that it could have learned this by going to newspaper files and court records rather than from the announcement attributed.

One section of the special code prohibits statements by police officers about the conduct of an accused and publication of news obtained in violation of the rule.

Judge Gray, assigned to Baltimore from his circuit in Southern Maryland to hear the case, found that WBAL actually got its information about James' criminal record from Atkinson, by way of a United Press dispatch.

The judge said he made the WBAL fine less than the \$300 penalty he imposed on some of the other stations because the broadcast material "came from a reliable source and was made in good faith."

Steinmann argued that the violation was part of a 25-second news announcement about the sensational murder case and declared it "sheer nonsense to say that it had such consequences that the entire Jury panel would have been disqualified."

Steinmann attacked validity of the court rule. He said it gravely endangers freedom of speech and the press.

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### PARENTS URGED TO STUDY RADIO, MOVIES, NOT TO BAN THEM

Parents are warned against banning the comics reading, radio listening, or movie going of their children in a new twenty-cent pamphlet, "Comics, Radio, Movies - and Children" by Josette Frank, just issued by the Public Affairs Committee, Inc., which describes itself as a non-profit educational group at 22 East 38th Street, New York.

Miss Frank advises parents to respect their children's rights and feelings. Don't throw away their comics. Don't shut off their favorite radio programs needlessly. Don't drag them out of the movies in the middle.

Instead, parents are urged to get to know what their children are reading, seeing, hearing - to listen with them to their preferred program, to read their favorite comics, and to discuss them together.

Parents are told to watch their children's reactions to exciting programs or movies. If they appear to be too upsetting, parents can suggest to their youngsters that they skip them for a while. Just sitting with the children while they are listening or watching, however, may be sufficiently reassuring.

The pamphlet suggests that parents see that their children have plenty of enjoyable things to do, places to go, varied experiences, and real adventures, so that radio listening or movie going does not absorb them to the exclusion of other interests and activities.

In suggesting ways by which the community at large may help solve the problems raised by comics, radio, and movies, the author declares that the community must see that there is plenty of opportunity for boys and girls of all ages to have fun, creative interests, and satisfying activities.

Parent-teacher groups, local radio or motion-picture councils, and other citizen organizations are urged to study what is actually available to their children on the newsstands, on the air, and at the movies. Such groups, it is suggested, should express their approval or disapproval in writing to those responsible for good or bad programs, movie or comics. It is also possible for them to enlist the cooperation of local radio stations and motion-picture exhibitors in offering programs of special interest and value to children.

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SYLVANIA NET UP 52% FOR 1948; \$99,347,751 SALES

Net income of Sylvania Electric Products, Inc. for 1948 was the largest of any year in the company's history, reaching \$3,823,382, an increase of 52 per cent over 1947, it was disclosed in the annual report being mailed to stockholders.

Sales rose to \$99,347,751, a 3.8 per cent increase over the \$95,715,638 sales of 1947.

Earnings per share were increased to \$2.84 on the 1,206,550 shares outstanding at the end of the year, as compared with \$2.10 per share on the 1,006,550 shares outstanding at the end of 1947.

Current assets rose from \$45,215,738 to \$50,094,854 and were more than three times current liabilities of \$16,254,073.

Most significant last year was the expansion of the company's cathode ray tube manufacturing capacity, production at the end of the year being at the rate of 500,000 tubes annually. Substantial investment was made in facilities and working capital for this product. It is estimated that total addition to plant for manufacture of these tubes will require \$5,000,000 for 1948 and 1949.

Two new plants to manufacture television tubes were purchased last year, one at Ottawa, Ohio, which went into production in December and the other at Seneca Falls, New York, which is expected to start production this Spring.

Due mainly to expansion in the television field, Sylvania's sales forecast for 1949 is substantially higher than last year. It is estimated that television sets and tubes for television will represent about one-third of the company's total sales for this year.

The company believes it has the opportunity to take an even more important place in the television set market than it has had with radio sets.

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PETRILLO MUSIC FUND ALLOTMENT TOTALS \$1,400,212

The AFL American Federation of Musicians has appropriated \$1,400,212.42 for its 1949 free public music program throughout this country and Canada, Federation President James C. Petrillo said last Sunday.

This year's appropriation was described by Petrillo as the third and final allocation from the Federation's recording and transcription fund. It consists of royalties paid on recordings and transcriptions under an arrangement with the recording industry.

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## ZENITH NINE MONTHS' NET OPERATING PROFITS \$2,025,781

Zenith Radio Corporation reports estimated net consolidated operating profits for itself and its subsidiaries for the first nine months ended January 31, 1949, of its current fiscal year amounting to \$2,025,781, after Federal income tax provision of \$1,227,450, depreciation, excise taxes and reserves for contingencies.

Net consolidated operating profits for the three month period ended January 31, 1949, amounted to \$1,041,246, after Federal income tax provision of \$628,306, depreciation, excise taxes and reserves for contingencies.

"Sales of regular radio receivers have declined somewhat from the level experienced a year ago", E. F. McDonald, Jr., President reports further. "Most models, however, particularly table model FM receivers, continue to move at a satisfactory rate. The Company has received some cutbacks in auto radio production. An increasing number of new cars are being offered to the public with radio as optional equipment instead of being factory installed.

The financial condition of the Company continues satisfactory. In order to finance the expansion of manufacturing facilities, including the purchase of The Rauland Corporation, the Company recently borrowed \$4,000,000.00 on a long term loan from The First National Bank of Chicago.

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## SCHREIBER, WGN, CALLS PROGRAMMING TV'S CENTRAL PROBLEM

All of television's basic problems flow from the central problem of programming, Frank P. Schreiber, Manager of WGN, Inc., stated in an address to the first annual National Television Conference in Chicago on Monday (March 7).

Citing television as the world's newest and possibly greatest medium of entertainment, information and public education, Mr. Schreiber said, "The fundamental engineering problems of television have been solved and the manufacturers' displays at this convention prove the genius of current developments and refinements. The sales problem is one of circulation."

"WGN-TV long ago made its general policy clear", said Mr. Schreiber, "when our announcers began to say, 'This is WGN-TV, Chicagoland's family television station.' It is our purpose to present interesting programs for all members of the family."

"In the early days of television", Mr. Schreiber continued, "the problem of producing good programs was a necessity, but was not acute. There was a great deal of curiosity on the part of the public in television which led to the early purchase of receivers, but as more and more stations came on the air, it was apparent that, as in the case of radio in the amplitude modulation field, viewers would watch programs and not remain tuned to one station. Therefore, it

is important that television station operators direct their efforts to the best productions possible both from a material standpoint as well as from the standpoint of quality of production in staging, camera work and intelligent handling."

Stating that the motion picture industry has been hiding its head in the sands of Hollywood up to now, Mr. Schreiber said, "Rather than cooperate with television, the film people have trembled with a kind of adolescent fear."

Pointing out that "cooperation is more practical than hibernation", Mr. Schreiber declared, "I hope that some day soon our film executives will see television in its true perspective and realize the great benefits that this new industry holds for them."

Concerning rights to sports events and other special features, Mr. Schreiber said there is an area of vast confusion and misunderstanding. "This will continue until television management thoroughly understands the problems of sports promoters and until promoters give careful thought to television circulation, costs and potential", he said. "Generally speaking, it is my conviction that television can and will promote sports as they have never been promoted before and that the box office will not suffer when the events are televised."

Concluding his address, Mr. Schreiber declared, "The only limit to the effectiveness of this new medium is our imagination. Television demands mature judgment and the spirit of adventure. No one in this room knows enough about it to be arbitrary or dogmatic. An open mind; the courage to take a chance; the ability to learn quickly from trial and error - these are television's prime requisites."

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WASHINGTON, D.C., BARS TELEVISION FOR DRIVERS IN CARS

Installation of television equipment in motor vehicles so as to be visible to the drivers was prohibited last week by the Washington, D. C. Commissioners on the grounds that such installations would create a traffic hazard.

The action was taken on the recommendation of Director of Vehicles, and Traffic George E. Kneipp. Similar legislation was passed by the Maryland State Legislature and is now before Governor William Preston Lane, Jr.

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ASCAP-NAB COMMITTEES HARD AT WORK ON TV NUT

Television music committees of the National Association of Broadcasters and ASCAP will meet every afternoon this week in an effort to work out licensing plan for TV, Robert P. Myers, NBC Assistant General Attorney and Chairman of the NAB Committee, said last Friday.

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::: SCISSORS AND PASTE :::  
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All This And A Friend Of Truman Too

(By Campbell Watson in "Editor and Publisher". John A. Kennedy mentioned in this article and highly regarded by President Truman, is also President of WCHS (CBS) at Charleston, West Virginia, and WSAZ (ABC), Huntington, West Virginia.)

Hefty socks on the chin for every matter opposed to the public interest is the continuing schedule of the San Diego Journal, explains George Chaplin, Managing Editor. \* \* \* \* \*

"It's sort of an old-fashioned religion. We confine our campaigns to local matters, but we aim to keep on socking", explained Chaplin.

The socking technique, after the fashion designed by John A. Kennedy, publisher, began when Kennedy bought the Journal from Clinton D. McKinnon late in 1947, but it was not until last May that he obtained Chaplin as Managing Editor for the thumping procedure. Previously he had revamped his staff and obtained Paul W. White, former Director of News Broadcasting for Columbia Broadcasting System, as Associate Editor.

Meanwhile, Howard L. Chernoff, General Manager of Kennedy's activities, had begun devoting a good portion of his time to the new acquisition. Chernoff directed the news "blasting" technique which marked Kennedy's radio stations in West Virginia. \* \* \* \*

Kennedy operations are based on the belief that "we must stand out for what we believe to be true", Chernoff explained. They are inspired by the knowledge that continued drive means an eventual break-through, as learned by Kennedy when he lit fires of Congressional investigation while on the Washington beat.

"We had an example just recently, and it made all the tough going worth while" he (Chernoff) advised. The story was that of an attempt to sell advertising to a local merchant, and of his refusal to hear the sales talk. A newspaper was sent him, but he called that off the second day of delivery. Chernoff went to see the merchant personally. He was told there was no chance of any sale of anything.

"I don't like your policies. I don't like the candidates you endorse for election. I don't like your paper," was in substance the merchant's reply to Chernoff's plea for business.

Chernoff told the merchant he was sorry but the paper would continue to say what it believed to be the truth on all matters it judged worthy of the community's attention. The Journal wanted business but it would not change policies or shift attitudes to obtain it.

"Then a few months later came the thing which makes this business "worth while", Charnoff said. "The merchant called, asked that an advertising solicitor be sent to him, and told our representative:

"I still don't like your policies, your candidates, or your paper. But I do admire your guts."

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Sleepy General Saved CBS On Orson Welles Mars Broadcast Scare  
(United Press")

When a Quito, Ecuador, radio station broadcast a Wellesian "Man from Mars" invasion program, it was burned by an angry mob and 15 persons were killed.

The story reminded Harry C. Butcher, a former Naval Aide to General Dwight Eisenhower, that there might have been trouble in the United States because of Orson Welles' broadcast if it hadn't been for a sleepy Major General.

Butcher, who wrote "My Three Years With Eisenhower" and now owns Radio Station K-I-S-T in Santa Barbara, was a Vice-President of the Columbia Broadcasting System when Welles made his broadcast.

Frank McNinch, who was then the Chairman of the Federal Communications Commission, said his group would investigate the broadcast and hold hearings on the renewal of CBS licenses.

Butcher immediately ordered transcriptions of the broadcast and invited President Roosevelt's press secretary, Steve Early, and Military Aide General P. T. "Pa" Watson to hear the show.

After a big dinner, the group settled to listen to the program. Right in the middle of the most exciting part, Butcher said they suddenly heard loud snores.

It turned out to be sleepy Major General Watson.

When word reached the President and McNinch that the supposedly frightful show had put Watson to sleep, it was laughed off by the Government chiefs and forgotten.

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UHF To Be Added, Not VHF Taken Away  
"Television Digest")

Whatever the public prints may report, whatever any public or private individual may opine personally, this can be stated unequivocally to those of you worried about loose talk from Washington:

There's no plan afoot to take away any of TV's present 12 channels.

In as straightforward language as any ex-broadcaster-newspaperman could possibly employ, FCC Chairman Wayne Coy told NBC affiliates in Chicago Tuesday: "I see no reason to expect, unless there is a major catastrophe, that Channel 4 or any other vhf channel is not going to be available for a hell of a long time. . . Don't get alarmed. There's no present proposal to change them, in spite of all you hear."

Reference was plainly to misapprehensions growing out of FCC's question-answer letter to Senator Johnson last week, and the confusing news reports resulting therefrom. Even the usually careful AP scared lots of prospective TV set buyers, got many manufacturing-televasting folks in a dither, with Washington dispatch by an obviously uninformed reporter stating: "The Government's radio officials would like to put TV signals into higher frequency bands - too high for present sets...in the uhf band. It is now limited to 12 vhf bands which the Commission termed inadequate. The move, it said, would make present sets obsolete..."

FCC of course is planning to add uhf to provide more channels for service to more areas, requiring added circuits to receive such new stations when they're built - a year or more hence. But this is really what it said about the present 12 channels, with no dissents

(Continued on bottom of page 16)

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::: TRADE NOTES :::  
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Printed copies are now available of the much discussed address Dr. Edwin H. Armstrong, Professor of Electrical Engineering of Columbia University, made at the Radio Club of America. Dr. Armstrong's remarks are incorporated in Volume 25, No. 3, of the Club Proceedings for 1948. The Radio Club address is 11 West 42nd Street, New York City.

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Farnsworth Television and Radio Corporation - Nine months ended on Jan. 31 (subject to audit): Consolidated net loss \$3,479,148, compared with net income of 230,441 or 14 cents a share of capital stock in the nine months ended Jan. 31, 1948.

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Edward "Bill" Reiche, Eastern Editor of Popular Mechanics Magazine for the past three years, has joined the staff of the Department of Information, Radio Corporation of America.

Following his graduation from the University of Pennsylvania in 1932, Mr. Reiche was a member of the reportorial staffs of the Brooklyn Times Union and Brooklyn Eagle. Later he was Manager of the Central Publicity Division of the Westinghouse Electric Corporation in Pittsburgh.

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January sales of radio receiving tubes, in a seasonal decline, were 5.7 million under those in December and 2.4 million under January, 1948, the Radio Manufacturers' Association reported. Tube sales in January totalled 13,508,906 compared with 19,270,164 in December and 16,004,927 in January a year ago.

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The National Broadcasting Company is maintaining approximately a four-to-one lead over its nearest competitor in the number of station hours sold for network television commercial programs, according to Harry C. Kopf, NBC Administrative Vice President in Charge of Sales.

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Effective April 1, 1949, the basic rate for Station WCBS-TV, Columbia Broadcasting System television outlet in New York City, will become \$1,500 per nighttime hour.

CBS advertisers using WCBS-TV prior to April 1 will be protected at the old rate on all periods used without interruption until October 1 of this year.

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Officers and members of the crew of Argentine cruiser Almirante Brown, which has been making a goodwill visit to New York, are taking upwards of 600 radios back to Argentina. American radio sets and cameras proved the most popular of their purchases.

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A high-frequency radio network employing the latest equipment developed by the Radio Corporation of America has been set up by 60 patrol cars of the Police Department in Caracas, Venezuela.

In addition to two 250-Watt transmitters at central police headquarters, the network comprises six 60-watt fixed stations at other points in and around the city that are operated by remote control from police headquarters.

The Federal Court last week approved sale of obsolete parts owned by the Majestic Radio and Television Corporation which is undergoing reorganization. Bids were made in the court of Federal Judge Philip L. Sullivan on the parts having an original value of \$600,500. C. H. Hyman, a radio jobber of Brooklyn, N. Y., bought the lot for \$102,000. Company trustees, John E. Dwyer and Donald J. Walsh, are to present a plan of reorganization to the court on April 1st.

Awards for outstanding foreign correspondence in 1948 of the Overseas Press Club of America in New York lastweek were presented to Harold Callender of The New York Times; Henry Cassidy, National Broadcasting Company; James Reston, The New York Times; Jack Birns, Life Magazine; Elmer Davis, American Broadcasting Company, and Homer Bigart, The New York Herald Tribune.

Friends in the Capital have received word that Kurt G. Sell, former Washington correspondent for the German news agency, DNB, and the German Broadcasting Company, died on February 17 in Lisbon, Portugal, of a heart attack. Mr. Sell was a correspondent in Washington for many years before the war. In recent years, he had taught English classes in Lisbon.

Among the Annual Advertising Awards in New York City last week for radio were:  
Four Bronze Medal Awards: Commercials: Metropolitan Life Insurance Co., Agency; Young & Rubicam, Inc.  
Programs: Single Program, Kraft Foods Co.; Agency: Needha, Louis & Brorby, Inc.  
Series of Programs: Johnson & Johnson; Agency: Young & Rubicam, Inc.; Ohio Bell Telephone Co., Agency: McCann-Erickson, Inc.

Four new appointments have been made in the RCA Tube Department, filling vacancies created by promotions.

W. L. Rothenberger, formerly Manager of Renewal Sales, has been appointed Assistant General Sales Manager. William H. Painter has been appointed Manager of the Merchandise Division. Formerly Manager of the Cathode-Ray Tube Products Section of the Lancaster, Pa, plant, he will now be responsible for merchandise planning and coordination for all Tube Department products.

H. F. Bersche, formerly Manager of the Renewal Field Force, succeeds Mr. Rothenberger as Manager of Renewal Sales Section; and M. J. Carroll has been appointed Manager of the Equipment Sales Section

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(Continuation of "UHF To Be Added, Not VHF Taken Away" from page 14)

on this wording: "Television sets presently being purchased will not be rendered entirely obsolete by developments unless the Commission deletes the present 12 channels entirely...No proposal has been made to the Commission nor is there any notice pending to delete any of the present 12 channels...Thus, on the basis of present distribution of receivers, most of the owners of TV sets could get a great deal of usefulness from their sets even if uhf channels are added."

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# HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heinl, Editor

Founded in 1924

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MAR 17 1949

NILES TRAMMELL

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March 16, 1949

## TV ROW SPLITS INDUSTRY, AROUSES CONGRESS, DAZES PRESS, PUBLIC

With a Congressional investigation of the Federal Communications Commission looming as a result of the report that many of the television sets manufactured to date will suffer obsolescence if the Commission moves television into higher bands, the industry itself is still seething, the newspapers are divided and the buying public is badly confused.

Denying that the fears of obsolescence are such highly placed officials in the industry as J. R. Poppele, President of the Television Broadcasters' Association, Max Balcom, President of the Radio Manufacturers' Association, Dr. Allen B. DuMont, President of DuMont Laboratories, David B. Smith, Vice-President of Philco and others.

Charging that obsolescence will surely follow in most present day television sets if the change is made, and opposing the above group single-handed is E. F. McDonald, Jr., President of the Zenith Radio Corporation of Chicago. Commander McDonald maintains that in anticipation of just such a situation as this, Zenith sets and Zenith only, are equipped with a built-in tuner which will also receive the proposed high frequency channels. Furthermore Gene McDonald, through a series of full page advertisements in the newspapers in cities now having television, has stirred up a hornet's nest by advising the public regarding what he believes the television situation to be.

"Competitors wired newspapers that publication of Commander McDonald's advertisements would be detrimental to the entire television industry", Ted Leitzell, of Zenith said. "They did not comment on whether it was detrimental to the public to buy sets without warning that they might soon become obsolete."

Some newspapers as a result of the competitors' telegrams refused to carry the Zenith ads. Also competitors are reported to have complained to the Federal Trade Commission regarding McDonald's exclusive tuner claims.

In the Middle of the television fight is Senator Edward C. Johnson, (D), of Colorado, Chairman of the Committee on Interstate Commerce, which has to do with radio in the Senate, who is bearing down on Wayne Coy, Chairman of the Federal Communications Commission trying to get at the facts in the matter.

The latest heard from Senator Johnson at this writing is a letter he addressed to Robert G. Kramer, President of the Remington Radio Corporation at White Plaines, N. Y., manufacturers of television sets. Mr. Kramer protested against a proposed law which would require manufacturers to warn purchasers that television sets may soon become obsolete.

Mr. Kramer write that statements and rumors from Washington "concerning television wave lengths had thrown the entire television industry into confusion." "If television-set buyers were to be warned concerning obsolescence, so should buyers of all manufactured products", Mr. Kramer declared.

"You speak"; Senator Johnson replied, "of a 'present conceived plan' to use the so-called low channels in large metropolitan areas and to supplement this coverage with the high channels for rural areas. While I have heard rumors of this so-called plan, I am constrained to observe that they are not any more than rumors and that the Federal Communications Commission has issued no decision nor made any rules embodying such a plan or decision to carry it into execution. Therefore, your comment on this point is purely hypothetical, and no one planning to invest several hundred dollars in a television set has any right to make plans on such a contingency.

"We do know that the present VHF (very high frequency) will not permit the establishment of a nation-wide television service. We also know that the UHF (ultra high frequency) channels eventually must be opened up to commercial television operation in order to afford such a nation-wide television service. Whether or not the present VHF channels are retained for television service it is a fact that when and if the UHF channels are opened additional television transmitting station allocations will be made in those frequencies.

"Neither you nor I know today whether such additional allocations in the UHF band will be made in cities which already have been assigned stations in the VHF band. However, it is logical to assume that those cities which today are limited in the number of allocations for television stations because of the limited number of channels available will have assigned to them additional television stations in the UHF band. When that takes place television set owners in those cities obviously are not going to be able to receive the transmissions of the new stations."

The McDonald full page advertisements were captioned: "Expected changes in Wavelength Will Not Obsolete Zenith Television." the first one which appeared on or about Sunday, March 7th, was refused by 11 out of 41 newspapers, and the second, March 14th, by 15 out of 52 papers.

The Chicago Tribune, Chicago Herald-American and Chicago Sun-Times turned down the first ad after receiving warning from Zenith competitors but all three ran the second ad. On the other hand, the Milwaukee Journal refused both the first and second, and the Philadelphia Inquirer which ran the first, did not print the second. The Milwaukee Journal, which operates a television station in turning down the ad, ran a two column news story saying there was no danger of obsolescence of television sets sold in Milwaukee. Other cities in which the ad did not appear were Cleveland, Minneapolis and St. Paul.

The New York Times, the New York Herald-Tribune, the New York News and the Washington Post were among those heading the procession in running both Zenith advertisements.

J. R. Poppele, President of the Television Broadcasters' Association, who had been quoted previously by the Los Angeles Times as saying, "the television set you buy will not be obsolete tomorrow or even 10 years from now" went even farther on a CBS broadcast from the Chicago Television Council, explaining that converters would make reception of UHF stations possible on present VHF sets, and con-

cluded with the assertion:

"I am firmly convinced that the present commercial VHF band will be with us for years and years--possibly forever. There should be no fear that the VHF band with its immense investment in transmitters and receivers will be rescinded."

Mr. Balcom, of RMA, also broadcasting over CBS from Chicago, was quoted as saying on "The People's Platform" program: "We think that television sets today are good and if you wait for the ultimate you will never get one. Our recommendation is that you buy one now as we see nothing which will appear in the near future to make your set obsolete."

Speaking at a technical session of the Institute of Radio Engineers in New York last week, Dr. Thomas T. Goldsmith, Jr., DuMont researcher, explained that his concern for one could "effect such changes in such periods, but that the whole wave-band transition would likely take years." He emphasized that there would be no obsolescence of existing television receivers in the interim because adapters would be available to attach to existing sets to tune in the new signals.

The new waves proposed by the FCC to relieve congestion on the present ones and gain additional ether space for video's expansion are between 475 and 890 megacycles, far above the tuning range of most of the present receivers.

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FUGITIVE WANTED TELEVISION PICTURES PLEASE J. EDGAR HOOVER

J. Edgar Hoover, Director of the Federal Bureau of Investigation, known to be slow about endorsing anything, wrote Bryson Rash regarding the latter's series of television programs, showing photographs and giving descriptions of wanted criminals:

"I very much enjoyed the television program, featuring fugitives wanted by the FBI, presented last night over Station WMAL-TV. You are, indeed, to be commended on the manner in which the broadcast was handled.

"Programs of this nature render a valuable public service. They focus attention of the enemies of society and assist law enforcement agencies in enforcing the laws of our country."

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ACTION DEFERRED ON WASHINGTON, D.C. DAYLIGHT TIME

House of Representatives' action on Daylight Saving time for Washington, D. C., was deferred Monday. Members said the bill will probably come up March 28th.

The Senate has approved a bill to let Washington have Daylight Saving time every Summer.

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## NEW STANDARD FREQUENCY BROADCASTS FROM HAWAII

A new experimental radio station on the island of Maui, Territory of Hawaii, is now broadcasting continuous time and frequency standards under the call letters WWVH on 5, 10, and 15 megacycles. Station WWVH, operated by the National Bureau of Standards, provides the Pacific area with four useful technical services: Standard radio frequencies, time announcements, standard time intervals, and standard musical pitch. Omnidirectional antennas radiate approximately 400 watts of power on each carrier frequency.

The broadcast services of WWVH are essentially the same as those of station WWV, operated by the Bureau at Beltsville, Md., which transmits on frequencies of 2.5, 5, 10, 15, 20, 25, 30, and 35 Mc. It is expected that station WWVH may be usefully received at many locations not served by station WWV, and that simultaneous reception of WWV and WWVH in some localities will not interfere with ordinary use of the standard frequencies and time signals.

Reception reports and experimental data on the operation of WWVH will further the study of proposals for increasing the service area of standard-frequency broadcasts. An international group sponsored by the International Telecommunications Union is now actively considering this problem. The ultimate aim is to provide continuous world-wide coverage by means of several suitably located stations, all operating on the same frequencies. This must be achieved without mutual interference or degradation of the widely used services from WWV and without limiting the usefulness of the standards by setting up a complicated schedule of operation for the various stations.

Details of the WWV technical radio broadcast services are described in Letter Circular LC886, available upon request to the National Bureau of Standards, Washington 25, D. C.

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## STREET RAILWAY TO USE EMERGENCY "HANDIE-TALKIES"

The Capital Transit Co., operating street cars and buses of Washington, D. C., will soon outfit three of its inspectors with "Handi-Talkie" two-way radios. The new radios will enable the inspectors to proceed on foot where cars and trucks ordinarily cannot go and will be of particular help in directing transit operations during peak rush hours. The operator of the unit can keep in constant two-way contact with mobile units at ranges from 3 to 5 miles and with the base station at ranges from 10 to 15 miles.

If the experimental units are successful, additional units will be obtained, officials said. At present the communication system consists of 39 cars and emergency trucks equipped with two-way radio.

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## WOULD GUARD AGAINST IMMOBILIZING 540 KC

Pointing out the danger of "immobilizing" the frequency 540 kilocycles, preventing its use by broadcast services, to which it has been allocated, the National Association of Broadcasters has filed suggestions to the Federal Communications Commission's preparatory frequency proposals for the Fourth Inter-American Radio Conference.

In a statement filed with the FCC by Don Petty, NAB General Counsel, the Association called attention to the fact that the Atlantic City Radio Regulations allocated the band from 535 to 1605 kilocycles exclusively to broadcasting in Region 2.

The NAB pointed out that "540 kc is a channel subject to negotiations at the forthcoming conference to consider a renewal of the basic tenets in the North American Regional Broadcasting Agreement.

"If the United States' delegation to the Fourth Inter-American Radio Conference (FIAR) were to carry out negotiations respecting this frequency, it would thereby prejudge the status of 540 kc as a broadcasting channel", the NAB statement added.

"It is not the responsibility of FIAR to allocate, assign or classify the 540 kc channel. It is, however, the duty of FIAR to clear this channel of other services, leaving the appropriate disposition of 540 kc to the forthcoming NARBA."

Mr. Petty's statement told the Commission that the NAB could see nothing in the Atlantic City regulations singling out broadcasting "as a service which must protect the other services in the neighborhood of 540 kc."

The reference was to a provision of the regulations that stations of a service shall use frequencies so separated from the limits of a band allocated as not to cause harmful interference to the services adjoining.

"Broadcasting, at least domestically, is an extremely well engineered and closely regulated service," the NAB said, "but here no proof is evident that the services adjacent to the lower frequency edge of the band are either well-engineered or regulated in any manner."

Referring to the FCC proposal that the entire band, 385-550 kc be considered as a unit, in considering the band 415-535 kc., the NAB said:

"On this point the NAB would remind the Commission that 540 kc is exclusively a broadcast frequency and it should be the broadcasters' prerogative to have a voice in its allocations."

The current statement also urged that portable mobile frequencies be kept free from domestic and international interference, recalling NAB's past efforts to point out to the FCC the interference

already encountered on such bands used for remote pick-ups, "which has discouraged the broadcasters' use of channels allocated to them for remote pick-up services."

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NBC HONORED FOR OUTSTANDING PUBLIC SERVICE RECORD

For its "outstanding record in the past year in the field of public service programs" and "efforts toward the building of a better-informed public opinion in support of the United Nations", the National Broadcasting Company was honored by the American Association for the United Nations at the Fourth Annual all-day conference on the U.N. in New York last Saturday.

Niles Trammell, President of NBC, accepted the award on behalf of the network from Clark M. Eichelberger, Director of the A.A.U.N. Mr. Trammell said:

"Our network considers it a distinct honor to have the American Association for the United Nations so cite us. It has been a source of real satisfaction to NBC to work with you in making the fullest use of radio in furthering the cause of the United Nations and in helping to inform the public about its operations."

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KOBAK TO SPEAK AT FM CLINIC APRIL 1

Edgar Kobak, President of the Mutual Broadcasting System, will be one of the luncheon speakers at the FM Sales Clinic in New York on April 1st. His topic will be "FM - Why Not?"

Linnea Nelson, chief time buyer for J. Walter Thompson, will talk on "FM from the Agency Point of View".

In releasing the final agenda on "What's What in FM", William E. Ware, President of the FM Association, said:

"By reason of the present state of confusion in the broadcast world as to the relative position of FM, AM, and TV, and the probable future of each medium, it seems advisable to have a brass tacks meeting which will be presented for the primary purpose of bringing people in the agency and advertising fields abreast of current status and development in FM."

The meeting will also include a display of the latest table model FM sets now being manufactured in great volume, the FMA said.

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WAGA-TV, ATLANTA, OPENS QUIETLY, QUICKLY BEGINS SAWING WOOD

Side-stepping the usual fireworks and ballyhoo, WAGA-TV, Fort Industry's television station in Atlanta, opened last week and lost no time getting down to business.

The dedication program under the direction of G. B. Storer, Jr. Manager of the station and son of the President of Fort Industry, was in the form of a "Communications Pageant" tracing the history of communications of all types climaxed by the present day achievement television in the form of WAGA-TV.

Live participants in this show were personnel from WAGA, AM and FM, Columbia's Atlanta mouthpiece, also owned and operated by Fort Industry. Bill McKain, Program Director of WAGA, AM-FM, was the voice on this portion of the show.

WAGA-TV will sign on each evening at 7 o'clock and will be on air 21 hours per week, seven days per week, broadcasting on Channel 5. Test patterns will run 28 hours per week. In addition to CBS-TV affiliation, station has a tieup with DuMont.

Claude H. Frazier is Commercial Manager of the new station, and Arch Ragan is Promotion Manager. James Loren is Production Director, Ernest L. Elsner, Film Director, and Paul Cram is Chief Engineer.

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"TELEVISION TODAY", CBS 35-MINUTE FILM, TELLS STORY OF TV

"Television Today", a 35-minute documentary-presentation film in which television uses its own sight-and-sound tools to tell the comprehensive story of its present status and significance in the nation's life, has just been completed by the Columbia Broadcasting System.

The film was shown publicly yesterday for the first time to an audience of newspaper and magazine writers. It soon will be available in three versions, on 16mm and 35mm film, to interested business organizations and advertising agencies, 60 schools, colleges and the general public.

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HOUSE SUBCOMMITTEE RECOMMENDS PAY RAISE OF FCC TO \$16,000

The executive pay raise bill which would give the Federal Communications Commission, among others, an increase from \$10,000 to \$16,000, was approved unanimously by the Murray Subcommittee of the House Civil Service Committee on Tuesday.

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MICHIGAN RADIO "HAMS" ON THE ALERT FOR TNT SETS

Radio "ham" operators were kept on the alert for potentially dangerous war surplus sets this week despite the easing of official worries over the situation.

State police said two of three types of such radios sold around Michigan were found in some cases to contain enough TNT to "blow a man's head off".

These were identified as types BC-647A and BC-966A, says an Associated Press dispatch from Lansing, Michigan.

State Police Commissioner Donald S. Leonard said most of Michigan's supply of these sets were sold in the Detroit area. Also relieving was information from the War Assets Administration that such sets can be exploded only with a battery. WAA officials said most of dangerous sets were sold without batteries.

The WAA also told Leonard that only 775 of these two types had been sold and they all went to a radio supply company in Chicago.

The charges were hidden in the radios to prevent the sets from falling intact into enemy hands. The sets were bought mainly by amateur radio operators for a fraction of their original cost of about \$1,000 each. One "ham" in Detroit touched off a widespread investigation by finding a charge concealed in a small tube and sealed in his set.

In Washington, the War Assets Administration and the armed services began an investigation to determine how many potentially dangerous sets may have reached private hands.

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TALLULAH ON HER EAR OVER COMMERCIAL; SUES FOR \$1,000,000

Actress Tallulah Bankhead brought a one-million dollar suite in New York Tuesday because her first name was used without authorization in a singing commercial about a tube of shampoo.

One particularly offensive line of the jingle, the suit said, advised customers to take "Tallulah the tube . . . home and squeeze me."

Miss Bankhead, daughter of the late Speaker of the House of Representatives, contended the name "Tallulah" was always connected with her, according to the U.P.

The suit said she had been "distressed and humiliated" by being personified as a tube of Prell shampoo, and particularly disliked phrases about squeezing and "getting a hold" of her.

The suit named as defendants CBS, NBC, the advertising firm of Benton & Bowles, and Proctor and Gamble, soap manufacturers.

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PASTORS PROTEST RADIO BAN FOLLOWING HENRY WALLACE SPEECH

The Norwalk Ministerial Association protested last Monday the suspension of religious radio broadcasts from the First Methodist Church of South Norwalk where Henry A Wallace delivered on Sunday an unannounced talk over a local station.

The broadcast, heard over Station WNLK, drew criticism from clergy and laymen.

After a three-and-a-half-hour meeting attended by Protestant clergymen in Norwalk, Darien, New Canaan and Wilton, the Rev. L. Reinald Lundeen, pastor of the First Congregational Church of South Norwalk, issued a statement that said that Mr. Wallace's appearance in South Norwalk pulpit, according to the New York Times, had been "in keeping not only with the rights of free men but in keeping also with the time-honored practice of lay preaching in the Methodist and other Protestant churches."

The church's future broadcasts over the station were canceled when Dr. Benjamin L. Ginzburg, president of WNLK, charged the Rev. Charles Wesley Lee, pastor of the First Methodist Church, and Mr. Wallace with having "smuggled" a political speech into a period devoted by the station to religious devotion.

In their statement the ministers declared that the station had been unjustly criticized for the broadcast and pointed out that the church "took full responsibility" for what went on the air in the time assigned to it by the association.

"While this particular incident might not have occurred nor have been similarly handled in any other of our several churches, it does represent a courageous action in behalf of free speech and worship," the statement said. Mr. Lee, who previously had said he had not informed the association of Mr. Wallace's scheduled appearance because he did not wish to put its members "on the spot", attended the meeting Monday.

Expressing his gratitude for the backing of the association, Mr. Lee declared after the closed meeting that he hoped the incident would lead to "a clarity of issues, a deeper respect for the essentials of freedom in civil rights and religious worship."

Dr. Ginzburg said of the association's action:

"The question of free speech does not enter into the case at all and I told the Ministerial Association just that. The broadcasts of church services were not organized as a forum for freedom of speech or of the pulpit. The station had an hour a week to give to religious services and we gave that hour through the Norwalk Ministerial Association to various churches in rotation in order to give listeners an opportunity to tune in reverently on the services of other faiths."

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## "TELEVISION BOON TO COON"

In Washington, D. C., where the newspapers are falling all over themselves in an effort to build up Negro circulation for advertising supremacy, the above heading on a press release from WTOP, a station recently acquired by the Washington Post, amazed at least one radio editor. His amazement was quickly dispelled, however, by the rest of the release, which read:

"Television is reaching right down to the grass roots.

"Here's a story WTOP's Claude Mahoney told recently on his "Once Over Lightly" show.

"I have found something that television has done to one man that nothing else has ever done.

"I was talking television with Mr. Ralston at Ralston's Market, near Fairfax, Va., and he admitted to me that television had changed his life.

"'Mr. Mahoney', he said, 'I've coon-hunted all my life. But I haven't been coon huntin' since Christmas - when I got my television set.'

"I think that's the final mark in changing the personal life of anybody. When you take away a coon-hunter from his dogs and his nightly hikes through the brush under the big moon - then you have something. And television has taken Mr. Ralston away from coon-hunting.

"Of course, however, television is undoubtedly a boon to the coon."

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## BRITISH MAKE PURCHASE OF 100,000TH TV SET BIG EVENT

A British farmer, S. J. Flux, was the recent purchaser of the 100,000th British television license. In honor of this event, a token of the rapidly growing number of British television viewers, the British Broadcasting Corporation invited Mr. Flux to appear before the television cameras where he was introduced to W. J. Delaney of London, who showed viewers the "low-definition" television receiver built by himself in 1928.

In the same program British television viewers saw artists who contributed to the early BBC programs in 1932 and 1933 in the heavily-exaggerated make-up of the time, and they saw Leslie Mitchell, the first television announcer, repeating his original announcement at the formal opening of the present BBC high-definition service in 1936. Sir Noel Ashbridge, BBC Director of Technical Services, was in the studio, and the original Baird apparatus, which was lent by the Science Museum of London, was described by Douglas Birkenshaw, BBC Television Superintendent Engineer, who was in charge of technical matters in the early days.

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## NAB RECOMMENDS COLLECTIVE BARGAINING OBLIGATIONS EXTENSION

Declaring that "the obligation to bargain collectively in good faith is a mutual obligation", the National Association of Broadcasters has recommended 11 amendments to H.R. 2032, now the subject of hearings before the Special Labor-Management Relations Act Subcommittee of the House Committee on Education and Labor.

A statement by Don Petty, NAB General Counsel, asked extension of collective bargaining obligations, broadening of secondary boycott prohibitions to cover expressly services such as radio broadcasting, and the allowing of injunctions against secondary boycotts, which might ruin broadcasting without compensation.

"If it is necessary to make it an unfair practice for employers 'not to bargain collectively and in good faith', it is equally essential that labor organizations be charged with the same parallel responsibility", he said.

Mr. Petty's statement told the Committee that "abusive practices by either a handful of labor leaders or a small minority of employers should not be used as an argument against the enacting of adequate laws in this field."

The statement also proposed that the provisions of the 1947 Labor-Management Relations Act, permitting an employer to file a petition when confronted by a single request for recognition, be included in new labor legislation.

Mr. Petty proposed that, although H.R. 2032 was intended to apply its secondary boycott provisions to such services as radio broadcasting, the word "services" be inserted to avoid doubt of the legislative intent.

His statement advocated the addition of provisions against "featherbedding", pointing out that "few will disagree with the proposition that an employer should not be compelled to pay for services which are not required, or to pay exactions for services not performed."

The NAB statement requested that the term "supervisor" should be clarified in the bill, and that it should be amended to provide that no employer be obligated to bargain collectively with a labor organization "seeking to represent a unit of supervisory employees or a unit which contains supervisory employees if said labor organization admits to membership non-supervisory employees."

Other suggested amendments covered: prohibition of coercion of employees by labor organizations, and of mass picketing as a form of coercion; equal freedom of speech for employers and unions; union shops as the maximum form of protection under the statute; suggested re-definition of the term, "labor organization"; and the separation of legislative, judicial and executive powers exercised by administrative agencies.

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SEEBACH GOES BACK TO OLD PROGRAM JOB AT WOR

Julius F. Seebach, Jr., has been appointed Vice-President of WOR in charge of program operations, a post he formerly held. For the last two years Mr. Seebach has been Administrative Secretary of the Metropolitan Opera Association.

Mr. Seebach also will return to WOR as member of the Board of Directors. He was on the Board for several years until he resigned in December, 1946, to assume his duties with the Metropolitan.

"In his new post, Mr. Seebach will have full charge of television and radio program operations at WOR", Theodore C. Streibert, President of WOR, said. The station owns television station WOIC, Washington, D. C., and WOR-TV, New York, scheduled to go on the air on channel 9 this Summer.

Mr. Seebach's appointment to the WOR post has no relation to the recent resignation of Phillips Carlin as Program Director of the Mutual Broadcasting System, Mr. Streibert pointed out.

"Mutual's Program Department will continue to operate completely independently just as it did under Mr. Carlin", Mr. Streibert said.

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ONE MINUTE WLW-TV DRAWS 615 REPLIES

A mail-pull record for WLW-T has been established by a single one-minute spot on the station's "Kitchen Klub" video show, officials of the Crosley station announced last week.

The single spot drew 615 replies from viewers. Offer of a Mary Lee Taylor recipe book, integrated into the baking of a cherry cream pie, resulted in the unusually heavy response. The spot, sponsored by the Pet Milk Company was a Washington's Birthday feature of "Kitchen Klub".

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RADIO SET PRODUCTION PICKS UP IN BIZONAL GERMANY

Output of radio receivers (including crystal sets) in Bizonal Germany during the first 10 months of 1948 totaled 275,961 sets. The number produced in October was 54,243, compared with 15,492 in October of the preceding year.

Production of receiver and amplifier valves (tubes) totaled 2,262,461 units in the 10-month period. Of these, 401,000 were produced in October 1948, compared with 130,381 in the corresponding month of 1947.

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SCISSORS AND PASTE

Poems That Won Ezra Pound The \$1,000 Prize (Andrew Tully in "Washington News")

Take a look at some of his stuff and you'll see why the Bollingen Foundation had to give that big poetry prize to Ezra Pound, even if he is locked up in St. Elizabeth's in Washington and under indictment for treasonable broadcasts.

Who else could they give the thousand bucks to when the guy writes strictly genius stuff like this:

"Pisa in the 23rd year of the effort in sight of the tower And Till was hung yesterday For murder and rape with trimmings, plus Cholchis Plus mythology, thought he was Zeus ram or another one Hey Snag, wot's in the bibl'?"

Pound calls his book the "Pisan Cantos" and it's all about J. Adams, Ugolino, criminals, Byzantium, Ben and la Clara, an R. C. chaplain, Zagreus and some glass-eye Wymmes. Since you can't possibly be as smart or as poetic as Pound is in only one language, he's mixed in some German, Greek, Latin, French and Chinese.

One of the most interesting parts of the book is the one about Ben and la Clara. It seems that -

"The enormous tragedy of the dream in the peasant's bent shoulders Thus Ben and la Clara a Milano by the heels of Minalo That maggots shd. eat the dead bullock."

"Le Paradis", according to Pound, "n'est pas artificiel, but spezzato, apparently."

That's a good one.

Pound also comes up with a little-known quote from J. Adams. It goes like this:

"Is downright iniquity, said J. Adams at 35 instead of 21.65 Doubtless conditioned by what his father heard in Byzantium Doubtless conditioned by the spawn of gt. Meyer Anselm That old H. had heard from the ass-eared militarist in Byzantium."

A little further along, Pound tells how the glass-eye Wymmes "were treading water and addressing the carpenters from the sea waves because of an unpinned section of taff-rail." Then he applies the clincher: "We are not so ignorant as you think in the Navy."

That fooling around with Chinese characters is not only ornamental - it's helpful, too. Most people wouldn't know what "Zagreus", written twice, meant, but Pound makes everything clear by putting a couple of Chinese letters on each side. You almost don't need that line, "bringest to focus", in the middle, altho it's nice.

Radio Logs, Out of Newspaper For Year, Back With Ad Tieup  
("Editor and Publisher")

After a year's absence, radio logs again are being printed in the Bellingham (Wash.) Herald - but not for free.

Publication of local listings was resumed March 1 under a cooperative plan between the two Bellingham radio stations, 14 local business firms and the Herald. The innovation was worked out and inaugurated just one year to the day after the Herald discontinued free publication of the logs of four major radio chains.

Under the new arrangement, the four networks' programs will be published each day for one year.

"Each daily program", the Herald said, "will be sponsored by the advertisers appearing immediately below the radio log."

Charles L. Sefrit, business manager of the Herald, revealed that signed contracts had been made with all advertisers at \$2.80 per column inch for 10 inches of space, to be used as indicated immediately below the radio log listing. This rate is double the national rate and also double the local open rate.

The largest station, KVOS, signed a contract to sponsor the listings one day a week. The Herald agrees to sponsor one day a week. The other local radio station, KPUB, has a contract to sponsor 26 days. The local power and light company is on a 26-day basis, and the other sponsors are on 13-day contracts.

For the time being, the Herald is carrying the radio listings for the NBC and CBS networks. Outside stations will be asked to join in the cooperative plan.

The decision a year ago to eliminate the four Seattle radio station logs, then being published without charge, was made after considering both the circulation value of the program and the economic effect on the company's business.

In 1947, the radio logs for the four Seattle stations occupied in excess of 36 full pages of space in the Herald. The Herald took the view that radio, which paid nothing for this so-called news service - whereas in reality only a fractional percentage of the copy carried in the logs was actual news covering the events of the day - was unfairly enjoying a free ride as a direct competitor with the newspaper for the advertising dollar.

Mr. Sefrit said the elimination of free radio logs for a year was a major contributing factor in working out the paid advertising plan.

"Contrary to general opinion", he said, "we lost very little circulation from the omission of free programs. It caused less friction than we have experienced many times in the past in changing features."

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: : : TRADE NOTES : : :  
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A short-circuited television set caused the \$200,000 fire that swept the Town Hall Shopping Center last Sunday in Berwyn, Md, a suburb of Washington, D.C., according to Richard S. Houchens, Chief of the College Park Fire Department, after an investigation with Chief James W. Just of the University of Maryland Fire Extension Service.

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The Radio Receptor Company has leased the four-story factory building at 88-90 Ninth Street, corner of Wythe Avenue, Brooklyn, from the Rosenwach Realty Corporation. The property, containing 50,000 square feet of space, was taken for ten years at a rental of about \$350,000.

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The way Clinton B. DeSoto handled the publicity for 1949 National Convention of the Institute of Radio Engineers in New York should make other associations sit up and take notice. Mr. DeSoto (not known personally to this writer) covered the convention so thoroughly in press releases that it was hardly necessary for an editor to leave his desk to cover the convention completely.

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The first copy of the Music Publishers' Association Bulletin has just come from the press. The Bulletin presents articles on different phases of music publishing and music dealer activity.

A. Walter Kramer is Chairman of the Public Relations Committee and the address is 140 East 54th Street, New York 22, N. Y.

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Problems of the religious radio broadcast will be discussed at a three-day radio broadcasters convention which opened yesterday (Tuesday, March 15) at 9 A.M. at the Washington Missionary College, Takoma Park, Md. Clergymen from States east of the Mississippi will attend the meetings, which are sponsored by the Seventh Day Adventist radio department.

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A Boston department store rents television sets at \$1 a day; minimum of 15 days; if set is kept 90 days, payments can apply toward purchase, the Editor & Publisher notes.

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The British Summer Time comes into force in Great Britain on Sunday, April 3. As in past years, putting forward British clocks by one hour demands adjustments in the timings of certain programs in the British Broadcasting Corporation's General Overseas Service. News broadcasts are not affected.

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Vincent DePaul Goubeau has been elected Vice President in charge of the Materials Department of the RCA Victor Division, Radio Corporation of America. Mr. Goubeau joined RCA Victor as Director of Materials in October, 1945. He had previously served for three years as a civilian in the Navy Department. Before World War II, Mr. Goubeau was associated for 20 years with the United Fruit Co.

Television sets in the Los Angeles area totaled 101,952, according to figures released by the Southern California Radio and Electrical Appliance Dealers' Association, as of February 28th. One set to each 13 families in Los Angeles is the association's estimate.

The 10-inch screen is the most popular, the report says, with 74,994 sets of that size. There are 12,462 twelve-inch sets and 10,459 seven-inch screens. Remainder are 15 and three-inchers.

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RCA Communications has received information from the Chinese Ministry of Communications at Shanghai that, effective immediately, radiotelegraph service will be resumed via Shanghai for the following points in Northern China: Tientsin, Tangshanhop, Tangku, Tsinghai and Chinwangtao.

According to this information, a censorship is being imposed on all messages. Code and cipher messages, as well as reply-paid service, are still suspended. All messages must be prepaid, the report said, noting that these restrictions also are being imposed on traffic for Peiping. It was further reported that, due to unsettled conditions in China, messages for Northern China points, which are beyond RCA terminals, will be accepted only at the sender's risk.

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Three sun spots, whirlpools in the turbulent mass of hot luminous gasses of which the sun is composed, were clearly seen by the naked eye in London in February when a fog dimmed the sun like an opaque glass. Two of them were south of the sun's equator and one north. The largest was about fifty times the area of the cross-section of the earth.

"In recent months sun spots have been causing trouble in short-wave broadcasting, and many radio listeners have reported difficulty in receiving broadcasting, and many radio listeners have reported difficulty in receiving stations on the short-wave bands", says the British Broadcasting Corporation. "Radio scientists now know a great deal about the effects of sun spots on short-wave reception. They can predict about the effects of sun spots on shortwith reasonable accuracy what the behaviour of the ionosphere is likely to be during the day or night at any season of the year, and to deduce from their predictions the wave-band likely to give the best possible reception at any particular place at any specified time.

"If listeners, too, understood more about the short-waves, they would enjoy better listening on those bands. The BBC, aware of this, is doing all it can to help.\* \* \* BBC engineers are always glad to give individual help and guidance, and listeners' reports on reception and comments on the programs are valued."

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Hooper February "Pacific Coast Program Ratings" show that the evening sets in use rating of 38.6 is down 0.5 from last month's report and up 2.5 from a year ago.

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A "Life's Darkest Moment" shows the teacher asking: "Willie Brown what is the highest mountain in the world?" and Willie replying: "What will you give me if I answer it? We gotta ice-box now."

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# HEINL NEWS SERVICE

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Robert D. Heinel, Editor

Founded in 1924

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March 23, 1949

## RMA VOTES \$100,000 TO TRY TO CLEAR UP TELEVISION SNAFU

The big news that came out of the closed sessions of the Board of Directors' meeting of the Radio Manufacturers' Association in Chicago last week, which had been handed the "hot potato" of the Zenith controversial television advertising, was that the B card voted \$100,000 for a drive "to acquaint the public with "the actual facts when they become available". The Board ordered an "objective, orderly and constructive" presentation of full information on television, including present broadcasting service and receivers, in the present very high frequency (VHF) channels and also in the ultra high frequency (UHF) channels in the future.

Max F. Balcom, President of the RMA, and Vice-President of Sylvania Electric Products Co., was authorized to appoint a special committee to determine and direct the Association's television public relations project. The Committee will be appointed promptly and the information program begun in the immediate future.

RMA stated that the television publicity campaign had been "broached February 22 before many articles and incidents had caused confusion and misunderstandings."

This was denied in other quarters where it was claimed that action was precipitated by H. C. Bonfig, of Chicago, Vice-President of the Zenith Radio Corporation, when he challenged the manufacturers at the closed meeting to "take off the false whiskers and face the facts". This, he declared, was in line with Zenith's full page newspaper advertisements. Incidentally the "false whiskers" caught the fancy of the newspaper headline writers and added fuel to the fire.

Commenting upon Mr. Bonfig's "goading" of the Board, a highly placed member of the industry said:

"The RMA's only answer to Mr. Bonfig's challenge to the industry was to vote \$100,000 to employ a public relations counsel.

"They surely need one."

Mr. Bonfig's statement to the Radio Manufacturers' Association follows:

"Let's take the whiskers off the question of television obsolescence, and face the facts as they are.

"There is an acute shortage of television channels, which can be relieved only by the addition of many new high frequency channels. The FCC has repeatedly stated that a nation-wide, competitive television system cannot be built on the present 12 channels, and that development of such a system will require the ultra high frequencies it has set aside for television. This fact is well known to manufacturers, but is evidently not so well known to dealers and to the public.

"Expansion of television on present wave bands was stopped by a 'freeze' last September by the Federal Communications Commission for the purpose of eliminating interference between television stations on the present television wave bands.

"How many new channels will be required, in addition to the twelve now in use? On January 25, 1949, FCC Chairman Wayne Coy told the Radio Executives Club of Boston, in regard to the total number of channels needed to have a nation-wide competitive system, "My present thinking is that 50 to 70 channels may be required."

"By our arithmetic, this means that from 38 to 58 new UHF channels may be required in addition to the 12 VHF channels now in use.

"There has been no official statement by the FCC indicating, as many believe, that the old frequencies will be left in the larger cities and the new frequencies assigned to the smaller cities. On the contrary, in an official published statement dated February 25, 1949, the FCC said,

"'However, since it is not possible for most cities to have four television stations on the VHF band, the result will be that in some instances both VHF (old) and UHF (new) television stations will be assigned in the same city.'

"In the public interest, every manufacturer should move rapidly to provide sets which will operate on both the old and the new television channels. We know it can be done, as we are doing it. Others can do it too.

"Will these changes in television wave length assignments come soon?

"On January 21, 1949, Chairman Coy of the FCC, in answer to the question, 'When will the freeze end?' stated publicly:

"'We hope to unfreeze the processing of television applications by April or early May. We also hope that before the year is out we will be able to provide for utilization of the ultra high frequencies. This makes it likely that many pending applications for frequencies in the VHF will have to be shifted to the UHF, and offers the hope that many applicants can start construction this year especially in cities where no provision has been made in the present band.'

"Since these changes and additions in frequencies and assignments have to be made, it is better for the public, the dealers and the industry that they be made now, rather than wait until the public has purchased additional millions of television receivers that will tune only the present channels."

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TV SPLIT CAUSES SMALLER SET MAKERS TO FORM OWN GROUP

There was a repercussion of the factional fight over television which seems to be seething within the Radio Manufacturers' Association by representatives of 16 small television manufacturers meeting in New York Monday and agreeing to form their own organization to deal exclusively with television, to be named the "Television Manufacturers' Association".

Michael Kaplan, President of the Sightmaster Corporation, who called the organizational meeting and was elected temporary president, was quoted by the New York Times as declaring that the Radio Manufacturers' Association is not an adequate representative body for television manufacturers because of "radio interests". The RMA was assailed for alleged "straddling of the Zenith issue". Zenith Radio Corporation has been under fire from other manufacturers and dealers for its recent advertising that current television receivers may become obsolete when ultra high frequency channels are opened for television broadcasting.

Other temporary officers elected are Robert G. Kramer, Remington Radio Corporation, Vice President, and Herbert Mayer, Empire Coil Company, Inc., Secretary-Treasurer.

All concerns represented at the meeting produce either television receivers or components and have no radio operations. In opening the meeting, Mr. Kaplan declared that a real need exists for a trade association to set up a code of ethics, exchange credit, technical and engineering information and attack problems faced only by television receiver manufacturers.

In addition to Messrs. Kaplan, Mayer and Kramer, the following attended the meeting: Irving Kane, Royal Television Corporation; Joseph Green and E. M. Cohan, Transvision, Inc.; E. B. Hinck, Industrial Television Company, Inc.; Alma Schmidt, Empire Coil Company; Milton Gruber, Jack Somber and Miles Breger, Mars Television, Inc.; Lloyd S. Howard, Bobley Company; Lee Bunting, Bell Television, Inc.; H. V. Nielson and R. M. Keator, Nielson Television Company; Robert Erlichmann, Tele-King Corporation; W. Schuck, Tayboren Equipment Company; Henry Weintraub, Major Television Corporation; W. R. Rich, International Television, Inc.; Mitchell Fien, Starrett Television, Joseph Slaider and Michael Muckley, Slaider Television, Inc.

No representatives of large manufacturers attended the meeting. The first task of an organizing committee named after election of temporary officers will be to attempt to persuade RCA, Philco and DuMont to join the organization.

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FCC CHAIRMAN TO ADDRESS ARMED FORCES COMMUNICATIONS ASSN.

The Third Annual Meeting of the Armed Forces Communications Association, with more than 500 executives of the communications and photographic industries and members of the Armed Forces in attendance, will be held in Washington, D. C., March 28 and 29, it was announced Monday by Brig. General David Sarnoff, President of the Association. Exhibitions and demonstrations arranged by the United States Navy will feature the 2-day meeting.

Wayne C. Coy, Chairman of the Federal Communications Commission, and Capt. A. A. Burke, U. S. Navy, will be the principal speakers at a luncheon on Monday, March 28, at the Shoreham Hotel. Admiral Louis E. Denfield, Chief of Naval Operations, and General Sarnoff will speak at the Association's annual banquet in the evening of March 28.

General Sarnoff said that the gathering is expected to accomplish "a great deal toward emphasizing the importance of communications in present-day warfare." He declared that in his own address he intends to describe in some detail his recent observation of conditions in communications in England and Continental Europe, especially as they pertain to the North Atlantic Security Pact.

National officers and directors of the Association scheduled to participate at the meeting include leaders in communications and photography from all parts of the country. Among those from the New York area, in addition to General Sarnoff, who is Chairman of the Board of Radio Corporation of America and the National Broadcasting Company, are A. W. Marriner, Director of Aviation of the International Telephone & Telegraph Corporation; Jennings B. Dow, Vice President of Hazeltine Corporation.

Also Carroll O. Bickelhaupt, Vice President of the American Telephone & Telegraph Company; Fred R. Lack, Vice President of the Radio Division of Western Electric Company; Harold A. Zahl, Assistant Director for Engineering Research of the Signal Corps Engineering Laboratories, Fort Monmouth, N. J., and Dr. F. B. Jewett, former President of the National Academy of Science.

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SENATE RULES COMMITTEE FAVORS FULL SCALE RADIO PROBE

The Senate Rules Committee last Monday endorsed an investigation into all matters relating to radio, telegraph and telephone communications, proposed by Senators Ernest W. McFarland, (D), of Arizona, and Charles W. Tobey, (R), of New Hampshire.

The probe had previously been approved by the Senate Interstate Commerce Committee.

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## RADIO, CABLE COMPETITION NOT PART OF ITS POLICY, AC&amp;R CONTENTS

That competition between the operating radio and cable units in the American Cable and Radio System was never intended, was an argument advanced last week by the system in a Federal Communications Commission investigation of an alleged unlawful combination of A. C. & R. cable and radio operations.

The conclusion of a brief filed by James A. Kennedy, Vice-President and General Attorney of A. C. & R. and former Senator Burton K. Wheeler, Washington counsel, states:

"Section 17 of the Radio Act of 1927, adopted without change as Section 314 of the Communications Act of 1934, was intended to preserve competition between the major communications agencies (the predecessor of the AC&R System, RCA and Western Union) engaged in operation at the time the law was enacted. The law did not then and does not now prevent ownership and operation of cable as a media of communication by RCA, nor does it prevent ownership and operation of radio as a media of communication by the AC&R System or Western Union. It is abundantly clear from the legislative history before enactment and from legislative interpretation and executive application of the law thereafter, that what Congress sought to avoid was an amalgamation or merger of RCA with either the AC&R System or Western Union.

"The coordinated use of cable and radio under common ownership in the AC&R System was fully explained twenty-one years ago to the Department of Justice and the Federal Radio Commission and was expressly found not to be in conflict with Section 17 of the Radio Act. The common ownership and operation of cable and radio in the AC&R System has increased rather than lessened the competition which Congress sought to preserve. Following official consideration of the question almost a quarter of a century ago, and until the filing of formal Complaint by ACA-CIO, two weeks after the termination of its three-month strike, no one has ever challenged the lawfulness under Section 314 of the common ownership and operation of cable and radio in the AC&R System. RCA, obviously for selfish competitive reasons, has upon occasion, by innuendo and otherwise, endeavored to create doubt as to the lawfulness of the AC&R operations, but never has it over these many years officially raised the question for determination in a formal proceeding. This, in itself, is a clear and sufficient indication that any such complaint would be utterly unfounded.

"Competition between the operating cable and radio units in the AC&R System was never intended and has never been the System policy. "It is entirely unrealistic to assume that actual or potential competition exists between" such cable and radio operating units, as the Chairman of the Commission pointed out as recently as 1945.

"The common ownership, control and operation of All America, Commercial and Mackay in the AC&R System does not have for its purpose, nor has it the effect of, substantially lessening competition, restraining commerce or unlawfully creating monopoly in any line of commerce, contrary to Section 314 of the Communications Act.

"Since the Attorney General determined the lawfulness under Section 314 of the planned operations of the AC&R System some twenty-one years ago upon which the Federal Radio Commission relied and acted; and since there has been no deviation from the plans then fully disclosed, this considerably expensive and burdensome formal investigation and hearing was needless, particularly since final resolution as to whether or not there has been a violation of Section 314 is not within the scope of the Commission's functions.

"It is submitted that the pending Motion to Dismiss should be granted and the proceeding should be forthwith dismissed."

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RALPH ATLASS BUYS KLAC, LOS ANGELES, FOR \$405,000

Ralph Atlass has contracted to buy for \$405,000 KLAC, Los Angeles, after that AM station has divested itself of its television assets.

The agreement subject to the usual Federal Communications Commission approval, was signed last Thursday, according to Stanley Friedman, Warner Bros. attorney. The \$405,000 is to be paid to Warner Bros. in a deal which is hedged around with complications.

The sale is conditioned also upon FCC approval of the purchase of Warner Bros. of the stock of KMTR Radio Corp., owner of KLAC-TV, from Mrs. Dorothy Thackrey. Thus, if the whole deal is finally approved by FCC, Warner Bros. will become the owner of both AM and TV assets and will then immediately transfer the AM station to Mr. Atlass.

End result from Warner Bros. standpoint is that it will thereby become the owner of both a television station and an AM station in Los Angeles where it already owns KFWB. Because it could not continue in ownership of both KFWB and KLAC without violating the FCC ruling against duopoly, the present involved transaction was worked out.

Mr. Atlass made the purchase through KLAC, Inc., a new Illinois corporation, in which he is one of the owners.

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250,000 SHARES OF SYLVANIA STOCK PUT ON MARKET AT 21-7/8

An underwriting group headed by Paine, Webber, Jackson & Curtis put on the market in New York Monday a new issue of 250,000 shares of Sylvania Electric Products, Inc., a common stock at 21-7/8. Proceeds of the sale are to be used by the company to complete expansion of production facilities for cathode-ray television "picture" tubes. The company recently revised production plans with a view to tripling cathode-ray tube manufacturing capacity.

With this financing, capitalization consists of \$15,000,000 of 3-1/4 per cent sinking-fund debentures due in 1963; 98,656 shares of \$4 preferred stock, and 1,466,550 shares of common stock.

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ZENITH SUED FOR A MILLION FOR STIRRING UP TV HORNET'S NEST

A suit for \$1,000,000 damages was started in Supreme Court in New York yesterday (Tuesday, March 22) against the Zenith Radio Corporation by two manufacturers of television sets and component parts. They charged Zenith with issuing false and fraudulent statements that the Federal Communications Commission was about to make changes in wavelengths that would make all other television sets obsolete, but that the Zenith sets were so constructed as to handle all possible changes.

The plaintiffs are the Sightmaster Corporation of 385 North Avenue, New Rochelle, N. Y., and the Empire Coil Company, Inc., 238 Huguenot Street, New Rochelle. They named as co-defendants the Zenith Radio Corporation of New York, local distributors. The action seeks an injunction and asks \$500,000 damages each for alleged loss of business as the result of the Zenith company's statements.

The suing companies charged that starting on March 6, Zenith, "to procure for themselves and to divert to themselves the business of plaintiffs", issued statements that the Federal Communications Commission was about to make changes in television wavelength that would make all present television receivers and component parts obsolete.

The complaint charged "that such disparaging statements were false and misleading in that the Federal Communications Commission was not about to change present television wavelengths; was not about to change such wavelengths so as to render obsolete and junk all television receivers and component parts thereof; and defendants' television receivers were not equipped so as to handle and receive all other possible changes, and plaintiffs were thus not concealing any such things from their purchasers."

"The purpose and effect of the aforesaid statements", the complaint continued, "was to cause the public, including particularly customers and potential customers of the plaintiffs, to believe that the television sets and component parts manufactured, sold and distributed by the plaintiffs were about to become obsolete and junk, and that to avoid this the public could safely and only should purchase the television sets and parts manufactured and sold by the defendant and not those of plaintiffs."

Because of this, the suing companies said, "large numbers of customers and potential customers" had refused to purchase television sets from Sightmaster, and the business of Empire Coil had also been adversely affected."

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MAYOR CALLS HOUSTON DE LUXE HOTEL BROADCAST "MOB SCENE"

Mayor Oscar Holcombe, of Houston, Texas, last Friday said the crowd that scrambled a radio program at the St. Patrick's Day opening of the Shamrock Hotel was the "worst mob scene I've ever seen".

The crowd completely upset Dorothy Lamour's nation-wide radio program. Nearly half of the thirty-minute National Broadcasting Company show was off the air as more than 1,000 guests were trying to find their tables in the hotel's jam-packed Emerald Room.

The confusion led to ad libbing by Miss Lamour and her guest stars, Van Heflin, actor, and Ed Gardner, the Archie of the Duffy's Tavern radio program.

An orchestra finally came to the show's rescue. NBC officials said one or two diners had grabbed the microphone. The noise was so great the audience could not hear the show.

"It was just one of those things when a crowd got out of control", Miss Lamour told reporters.

"Later, the public-address system failed and we departed somewhat from our script", she said, adding there was no profanity involved.

NBC officials in Hollywood, New York and Chicago were trying to reconstruct the program by listening to transcriptions. But the noise caused by technical difficulties that they said developed at the start of the program made it practically impossible to obtain a complete picture of what happened.

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CHURCH BROADCASTS RESTORED AFTER HENRY WALLACE BLOW-UP

The Rev. Charles W. Lee, pastor of the First Methodist Church of South Norwalk, Conn., whose radio time was suspended and then reinstated by Station WNLK after an <sup>un</sup>announced talk by Henry A. Wallace, went back as scheduled on the air last Sunday.

Mr. Lee delivered a sermon on prayer and made no reference to the controversy stirred up in clerical and lay circles by Mr. Wallace's talk.

The Norwalk Ministerial Association, which sponsors the Sunday broadcasts which are made from a different church each month, agreed last week that in the future the association must first be consulted when a person other than the minister is to speak on the air.

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SARNOFF HONORED BY BEQUEST OF "CAL" O'LAUGHLIN, FAMOUS EDITOR

Special designation that his black pearl scarf pin be given to Brig. Gen. David Sarnoff, Chairman of the Radio Corporation of America, in the will of Col. John Callan O'Laughlin, publisher of the Army and Navy Journal was typical of the latter's thoughtfulness and generosity in bequeathing the Journal to his fellow members of the Gridiron Club, directing that its earnings from now on be given for relief if needy journalists with preference to members of the Gridiron.

"Cal" O'Laughlin, widely known and beloved journalist, and General Sarnoff, an honorary pall-bearer at the former's funeral at Arlington Cemetery in Washington last week, had been friends for many years.

Among the other honorary pallbearers named were former President Herbert Hoover, Secretary of the Army Kenneth C. Royall, Admiral Thomas C. Hart, USN, retired; Maj. Gen. Raymond M. Bliss, USA, Maj. Gen. Shelley U. Mariette, U.S.A., and a group from the Gridiron Club. Delegations from the National Press Club and the Overseas Writers were also present.

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FEBRUARY TELEVISION PRODUCTION SAME AS JANUARY

Despite a shortage of cathode ray tubes, which retarded production in some instances, February television receiver output was approximately at the same level as January, the Radio Manufacturers' Association reported Monday. TV receivers produced by RMA member-companies in February numbered 118,938, slightly below the 121,238 sets manufactured in January.

While TV production was down slightly during the month, the average weekly rate of production in February was more than 78 percent above the average weekly rate for the year 1948. RMA member-companies averaged 29,735 TV sets weekly in February.

Production of all types of radio and TV receivers by RMA members declined during February to a total of 716,538 units compared with 830,871 radio and TV sets produced in January.

Coincident with the decrease in all set production, the number of FM-AM and FM receivers produced in February dropped to 98,969 from 147,733 in January.

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A new handbook on radio advertising, called Modern Radio Advertising, has been published by Funk & Wagnalls Company, in association with Printers' Ink. The book, included in Funk & Wagnalls Printers' Ink Business Bookshelf series, was written by Charles Hull Wolfe, Director of the Radio and Television Bureau of Batten, Barton, Durstine & Osborn, Inc., advertising agency.

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MARYLAND SENATE KILLS, 17 TO 11, BILL TO LIFT COURT PRESS GAG

A bill to prevent courts from adopting or keeping rules tending to restrict press freedom was defeated yesterday (Tuesday, March 22) by the Maryland Senate at Annapolis.

The Senate overrode a favorable report of its judiciary committee and rejected the legislation by a 17-11 vote.

Senator Stromberg (D), Howard), publisher of a chain of weekly papers, played a leading part in the opposition to the measure. He said rule 904 "is not an abridgement of the freedom of the press.

"It was designed to protect the lowly, the poor, the rights of an individual to a fair and impartial trial."

He spoke of "trial by newspaper", and said it constitutes a "mockery of justice".

Senator Turnbull (D., Balto. County), said freedom of the press is already "amply guaranteed" by the Constitutions of the United States and of Maryland.

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INDICTED PYRAMIDER CHARGES CROSBY, HOPE GAVE HIM THE IDEA

Daniel A. Thomas, 28, who was indicted by a District Grand Jury for starting Pyramid Clubs in Washington, D. C., said:

"It all began when I heard Crosby and Hope talking about Pyramid Clubs on the radio. A few days later I heard about them again from a friend in the West.

"Then I bought some Western newspapers to make sure I knew how they worked. I read that in California where they started, they tried to prosecute some guy, but the case was thrown out of court.

"I invited 14 other persons to the house one night, explained the deal, and showed them how they could win some good money. I didn't have to twist anyone's arm, they joined.

"Eight days later I collected 200 bucks plus. The next day my wife collected the same amount, and the day after that my sister-in-law got another 200 or so.

"And then the trouble started. All night long people would call me up to ask how the pyramids work. I couldn't concentrate on my job. And then Blick (Lieut. Roy E. Blick, head of the Vice Squad) questioned me, and now I'm indicted, I'm a crook.

"I just don't think I am. I don't think the pyramids are lotteries."

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ALLEN SIGNS FOR NBC RADIO APPEARANCES; LUM AND ABNER, CBS

Fred Allen has signed a contract with the National Broadcasting Company for his appearances in both radio and television exclusively on the NBC network.

"We are naturally delighted", said Niles Trammell, President of NBC, "that Fred is remaining on NBC where he has enjoyed such unusual success. We are even more pleased that he agrees so thoroughly with the basic concepts of our program policies which will further strengthen the sound broadcasting industry and provide at the same time for the orderly, logical development of television."

The Columbia Broadcasting System announced that it had concluded long-term employment arrangements and a licensing agreement with Chet Lauck and Norris Goff, stars of the network's "Lum and Abner" series. The agreement covers the team's personal services in radio and television, and provides that the "Lum and Abner" program be a CBS network feature for the duration of the contract.

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ALL INDUSTRY BANQUET TO CLIMAX RMA SILVER ANNIVERSARY

Invitations have been issued for the All-Industry Banquet in celebration of the founding in 1924 of the Radio Manufacturers' Association, which will be held Thursday, May 19th, in the Stevens Hotel in Chicago.

Sponsoring the banquet are the Radio Manufacturers' Association, Radio Parts and Electronic Equipment Shows, Inc., Association of Electronic Parts and Equipment Manufacturers, Sales Managers Club, Eastern Group, National Electronic Distributors' Association, and the West Coast Electronic Manufacturers' Association.

Single tickets are \$15 and checks may be sent to the RMA Banquet Committee, 1317 F Street, N.W., Washington 4, D. C.

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GE TO STEP UP TV SET PRODUCTION; 1948 RATE WAS 200,000 A YEAR

General Electric's annual report states that G.E. is engaged in all phases of television. At Electronics Park, Syracuse, television receivers were being made in December at a rate of 200,000 a year, which will be substantially increased in 1949. The new "Day-light" picture tube introduced by General Electric gives almost twice as much light and better image detail and contrast. Television transmitters made during the year were delivered to new stations in Boston, Chicago, Detroit, Miami, Dallas, Los Angeles, San Francisco, and Syracuse.

Long-playing record players were added to the Company's line of combination receivers. Among the new products added in other lines were FM radio receivers for bus application, "bi-focal" radar for marine use, and a single-packaged FM transmitter-receiver unit for two-way communications.

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PREDICTS FM WILL OUTSTRIP TV OR AM IN 1949

The mounting "price war" in the radio receiving set industry was described today as a "sure signpost that FM receiver production during 1949 will outstrip that of either TV or AM."

The statement came from William E. Ware, President of the FM Association.

"The price war is designed to clear out existing stocks of old-style receivers - a great number without FM facilities - and thus pave the way for increased output of sets providing high-fidelity and static-free FM reception", Mr. Ware stated.

Manufacturers are scrapping their plans for continued large-scale production of AM-only and TV-only sets, Mr. Ware said "as evidenced by the price cuts" - while going ahead with increased production schedules on sets with FM facilities.

"Most significant in this trend", the FMA executive pointed out, "is that three giants of the industry - Emerson, Zenith and Philco - are turning out, or are about to start manufacturing, FM-only table model sets selling at average prices."

He contrasted this with announced industry-wide policies of drastic cutbacks in production of AM-only receivers.

"From here on", according to Mr. Ware, "the American public will have FM reception available on 99 percent of all home receivers turned out." He said this will include such table-model combinations as AM-FM, TV-FM, as well as as FM-only.

Another indication of the intensified demand for FM reception is contained in the recent announcement of RCA that it is manufacturing a new, low-priced TV-FM-AM table model combination, Mr. Ware asserted.

He predicted that last year's output of 100,000 FM-only receivers will be "more than tripled during the next 12 months."

Mr. Ware explained that Emerson now is offering a new and improved FM-only table model set selling for \$29.95. Zenith and Philco, he stated, "have been reliably reported planning to start production of FM-only sets early this Spring."

"Last year", Mr. Ware continued, "six-million AM sets became obsolete and went out of use. This condition was due primarily to the fact that they died a natural death of old age and weren't worth having repaired."

"However, this year", Mr. Ware predicted, "the AM-only set will become even more obsolete and in greater percentage than ever before because the public demand for the superior qualities of FM broadcasting and reception makes the AM medium obsolete."

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SCISSORS AND PASTE

Tallulah's Million Dollar Suit Called A Publicity Stunt (Robert U. Brown in "Editor & Publisher")

If Tallulah Bankhead's suit against Procter & Gamble, Benton & Bowles, et al, isn't a cooked up publicity stunt, those involved couldn't have found a better one if they tried.

Picture this: Miss Bankhead is currently appearing in a Broadway show, "Private Lives". P & G and its agency are marketing a new shampoo named "Prell". The singing commercials tie in Tallulah's name to the tube of shampoo. She is suing for damages alleging illegal use of her name, etc.

Now, the actress and her play have received a box office shot in the arm because of the front page publicity, and "Prell" becomes one of the few commercial products in history to land on the front page. It's name is now being circulated in a manner that advertising would have taken weeks and months to do.

Even if it should cost the manufacturer, and others associated with it, a couple of hundred thousand dollars to settle the suit everyone ought to be very happy. Tallulah will be happy in winning her point and the manufacturer will have obtained front page publicity - something it couldn't have bought for a million dollars.

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New York City Health Give Television Ads The Once Over (Arthur Gelb in "New York Times")

Inspectors of the Health Department's drug division have been ordered to report any instances of false or misleading advertising over television, it was learned recently.

Although the department has not completed plans for the purchase of its own video set, three of the twenty inspectors have television in their homes and others have access to sets in the homes of friends.

Thus far, it was made known, only one case of misleading advertising has been brought to the attention of Edwin Ludewig, director of the Bureau of Food and Drugs, of which the division is a part. It concerned therapeutic claims made by a dentifrice sponsor. The sponsor, who was warned to moderate his announcer's boasts concerning his product, complied with the Health Department's order.

Jerome Trichter, Assistant Health Commissioner, declared that until now the division had been focusing its attention on the control of fraudulent advertising on radio and in publications. The Health Department's powers in such cases, it was explained, are authorized by Section 133 of the Sanitary Code.

"Although many advertisers on radio have cleaned up their scripts", Mr. Trichter said, "there are still too many companies which include in their broadcasts gross misrepresentations and fabulous promises of cure and relief that cannot be fulfilled. So far, television broadcasting has not been a source of serious difficulty to the Health Department, but scripts and shows are being reviewed daily to make certain that such defects do not occur."

Mr. Trichter pointed out, however, that radio and video stations have been "exceptionally cooperative" when asked to moderate advertisements. Questionable scripts are often voluntarily submitted to the division by the networks in advance of a show.

There is at present one office in the drug division where inspectors are able to tune in on the air waves. They transcribe programs when suspicious about a script so they will have a record in case an announcer decides to "ad lib" about a product.

"In some cases", Mr. Trichter asserted, "an announcer might slur over words or use strange inflections when discussing the fact in a script that a product is not guaranteed to cure everything and everyone. The script itself might get our approval, but the way it is read over the air might not."

The assistant commissioner said that his department's new television plans could be partly attributed to "a resurgence of bad patent medicine advertising" in the last few months on the radio and in publications.

"Old cures have been renamed and are being advertised as great, new discoveries at a time when the public is conscious of such actual great and new discoveries as penicillin and streptomycin", he said.

Mr. Trichter added that New York was the pioneer city in enacting regulations against the dissemination of false or misleading advertising. These regulations subsequently became Federal law in 1938. In the past year, he added, an estimated fifty advertisers were warned to moderate their claims. In all cases the advertisers cooperated. If a sponsor fails to heed the Health Department's request, he is liable to court action and a possible \$500 fine, a year in jail or both.

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Why Mickey Rooney Fell Flat With The British  
("London Calling")

If Danny Kaye was the "walkover" of the American invasion, it is fair to say that Mickey Rooney was its major set-back. I think the difference in approach had a great deal to do with it. British audiences are good on the whole (probably much kinder than Broadway audiences), but they hate to be taken for granted. Kaye, by exaggerating his nervousness, the leaf-quivering jitters of the little man faced with a crowd of strangers for the first time, won his audience's heart at once.

Mr. Rooney's entrance was quite different. He bounced on to the stage with the air of one putting over a foregone conclusion. And none was more honestly surprised than Mr. Rooney to find sales resistance. He played the drums, the trumpet and the piano, and he gave imitations - all with that famous vigour and gaucherie which has charmed or, alternatively, repelled us through the years in so many "Andy Hardy" pictures. But somehow, the sum effect fell flat.

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TRADE NOTES

When Mayor O'Dwyer broke up the New York City wiretapping network, he discovered an apparatus, according to Drew Pearson, for listening to private telephone conversations without using even wires. All you had to do was to sit in an automobile several hundred feet away from a conversation and listen by means of a new-fangled radio eavesdropper.

Last Summer a joint press room of the Armed Services was set up at the Pentagon in Washington, but the services continued to handle their own public relations. Not only will the new office decide what news releases shall and shall not be made, but will establish its own radio, newsreel, photograph offices and arrange for all assignments of speakers, etc.

Plum blossoms and camellias flown from their California home lent a Springtime air to Justin Miller, President of the National Association of Broadcasters, and Mrs. Miller's tea at the Wardman Park Hotel in Washington last week. The Millers, who make their home now in Pacific Palisades, just outside of Los Angeles, are visiting in the Capital for a few weeks and renewing many old friendships.

At the tea approximately 200 dropped in to say "hello". Taking their turn at the tea table were Mrs. Fred Vinson, Mrs. William O. Douglas, Mrs. Robert Jackson, Mrs. Riley Rutledge, Mrs. Harold M. Stephens, Mrs. Tom Clark, Representative Helen Gahagan Douglas, Mrs. Harris Ellsworth, Mrs. Chet Holifield, Mrs. John Phillips, Mrs. Wayne Coy, and Mrs. Sam Bass Warner.

Among those assisting the hostesses were Mrs. Montfort Moodie and Mrs. A. D. Willard, Jr.

Arturo Toscanini's presentation of Verdi's opera "Aida" with the NBC Symphony Orchestra will be televised on March 26 (NBC, East Coast Network, 6:30 to 8:00 P.M., EST). It will be a simultaneous broadcast-telecast.

Acts I and II will be given on March 26. The broadcast of Acts III and IV on Saturday, April 2, has not yet been scheduled for television pending re-allocation of cable time.

Richard J. Redmond this week becomes Director of CBS General Television Operations in New York. For the past 13 months, Mr. Redmond was Assistant to the Vice President in Charge of CBS Television.

The British Broadcasting Corporation makes this observation: "A running commentator on an outside sporting event has possibly the most difficult task in broadcasting, and there is no school of experience in which he can prove himself before tackling an actual broadcast. The BBC is always on the look-out for new talent in that line, but, having found what looks like the right man, the BBC has to do all the training, and since such training is best given on actual jobs, it is not easy to spread the net very wide.

"Omitting expert summarisers who often add commentaries to their summaries, the BBC's list of outside broadcasters since the war shows sixty-seven names, of which only 27 were doing running commentaries before the war."

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"VICTORY TO THE SIDE WHICH SEES FARTHER, SOONER", GEN. SARNOFF

Far-sightedness takes on a different meaning in the great complexities of modern war, with supersonic speeds, guided missiles, and the danger of "surprise attack", Brig. Gen. David Sarnoff, retiring President of the Armed Forces Communications Association, told its members at their meeting in Washington. General Sarnoff, in the first address since his recent visit to Europe, recalled "it used to be said that the battle goes to those who get there 'fustest' with the 'most-est'."

"The victory, in another struggle", General Sarnoff observed, "could well go to the side which sees farther, sooner."

Referring to his stay in England, Mr. Sarnoff said:

"It was my privilege to dine and spend an evening privately with Mr. Winston Churchill, for whom I have great admiration. It pleased me, as a communications man, to learn that he has an intimate understanding of the part communications must play in modern military action. In his memoirs now being published, he goes out of his way, it seems to me, to emphasize the importance of communications, especially in the Battle of Britain. In describing the German air attack on England in August and September, 1940, he says: 'If the enemy had persisted in heavy attacks and damaged the telephone communications, the whole intricate organization of Fighter Command might have broken down. This would have meant not merely the maltreatment of England, but the loss to us of the perfected control of our own air in the decisive area.' And again he says: 'All the ascendancy of the Hurricanes and Spitfires would have been fruitless but for the system of communications built before the War.'

"Mr. Churchill is a keen student of military history, and much of his brilliance as a leader in World War II came from his studies and his application of the lessons that he learned. In such a study of the decisive factors in many important battles, one finds it strikingly significant that the means of communication available to the commanders and the use they made of their communication facilities often decided not only the outcome of the battle, but frequently established the strategy and tactics of the day.

"In the expanding horizon which the electronic arts have brought to communications, there is the additional satisfaction to those of us in industry that we are not only adding to the structure of communications as a weapon of national defense, but that we are building by our developments a vast service to the home, to express by sound, sight, and eventually color, the fullest information, the best thought of our time, and our educational purposes, as well as serving the insatiable demands for wholesome recreation. In a larger sense than we may realize, we are helping by this means to build an instrument not only of war preparedness but of peacetime living for the future.

"Better communications will make us stronger both in peace and in war.

"I have mentioned the significance of the availability of communications facilities as well as their effective use. The Armed Forces, I know, will take care of the latter. It is our job in industry, I think, to do all we can to assure that such advances as we make in the communications art are promptly made available to the appropriate military service. That is certainly one of the principal purposes of our Association and the reason so many firms and individuals are members.

"It is most fitting at this time again to express our sincere appreciation to Gen. Harry C. Ingles through whose vision the Armed Forces Communications Association was conceived and through whose encouragement it has steadily advanced. As Chief Signal Officer of the Army during World War II, he realized the vital role that such an organization could play in our national security. The success of our efforts in following toward the goals he pointed out reveals that he has charted for us an important course in the interests of the Nation."

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HARDEST JOB TO WAKE 'EM UP, COY TELLS AFCA; LACK NEW PRES.

In the preparedness stage before the last war and during the war, a lot was heard about "total war" and "all-out effort", Wayne Coy, Chairman of the Federal Communications Commission, told the Armed Forces Communications Association in Washington. "Actually, our attempts to achieve that state of mind constituted a tremendous struggle", Chairman Coy declared.

"The conversion from a business-as-usual peacetime attitude to a willingness to face the grim facts of war is our greatest of all preparedness hurdles. It involves one of the most painful of all processes -- clearing our mental decks for action. Long before we give up such luxuries as joy-riding, two-inch steaks and two-pants suits, we must give up such luxuries as burying ourselves in our accustomed, beloved routine, refusing to drop normally praise-worthy activities and procedures that do not contribute to the winning of the war, standing on protocol, tending to forget that the enemy is the aggressor nation and not the other agency, not the civilian agencies, not the military, not the government, not the other business concern; failing to utilize every existing means no matter whose, instead of losing precious days, weeks or months creating a new one with our brand on it; failing to relate everything we do to the ultimate goal of destroying the enemy in the shortest possible time and saving the lives of our soldiers and sailors. \* \* \* \*

"I believe that one of the most hopeful possibilities of cooperation between the military and industry is the movement toward standardization of radio equipments particularly as to components. In the past this lack of standardization has been costly and time-consuming in converting to war and in reconverting to civilial production. Wherever it is feasible and appropriate for the FCC to

assist in this effort in any way, as, for example, by incorporating changed specifications in its rules of good engineering practice, we are happy to do so. We invite more consultation on this subject."

One of the most important facilities for national defense, Chairman Coy said, were the 200,000 motor vehicles equipped with two-way radio.

These can be used for mass evacuations, fighting fires, repairing damage, and combating sabotage - and he expected to see a half million of them in use within five years, Mr. Coy said.

Fred R. Lack, of New York, Vice-President of Western Electric Company, was elected President of the Armed Forces Communications Association to succeed Brig. Gen. Sarnoff, of RCA, who has served as president of the Association since its formation in 1946.

Vice Presidents elected were Theodore S. Gary, Chicago, Vice President, Automatic Electric Company; Thomas J. Hargrave, New York, President of the Eastman Kodak Company; Rear Admiral Earl E. Stone, of Washington, Chief of Naval Communications; J. R. Cunningham, of United Air Lines at Denver; and C. O. Bickelhaupt, New York, Vice President of American Telephone & Telegraph Company.

New Directors are Walter Evans, Baltimore, Vice President, Westinghouse Electric Corporation; Paul Goldsborough, Kansas City, Trans World Airlines; and W. G. Eaton, Dayton, Ohio, Wright Field Electronics Laboratory.

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#### DREW PEARSON SUED FOR \$300,000 IN GAMBLING CHARGE

Attorney General Fred N. Howser of California Monday in Washington filed suit against Drew Pearson, columnist and radio commentator, asking \$300,000 damages for "untrue, false and defamatory statements" which he attributed to the columnist.

The suit, filed in District Court, charged that certain statements broadcast and written by Pearson which linked Howser with gambling had as an aim "to discredit me (Howser) in the eyes of Congress and to destroy the effectiveness of our (California's) presentation of the tidelands case". The suit also quoted Pearson as saying Howser was being investigated by Gov. Earl Warren.

If we wins, Howser said, all money awarded except court costs and lawyer's fees will go to charity.

To the charges, Pearson answered:

"If I have to be sued, I don't know anyone I'd rather be sued by than Fred Howser."

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CROSLEY COLUMBUS TV STATION BEGINS APRIL 3; DAYTON SOON

When commercial operation of Crosley television station WLW-C, new Columbus, Ohio, television station of the Crosley Broadcasting Corporation, begins next Sunday, April 3, the third link in a regional video network will be completed. There will be no formal ceremony.

The television network includes WLW-T in Cincinnati, WLW-D in Dayton, and WLW-C in Columbus, all linked by a microwave relay setup which permits interchange of programs among stations.

WLW-C began transmission of its test pattern on Monday, March 21. Regular telecasts by the station were delayed until completion of relay towers at Mechanicsburg, Ohio, where the video programs of WLW-T in Cincinnati will be boosted into the Ohio capital for WLW-C telecast. WLW-C will carry between 25 and 30 hours of weekly programming.

An area populated by an estimated 1,231,800 persons is expected to be served by WLW-D.

Programs from WLW-D in Dayton will, in the early weeks of operation, be largely WLW-T originations, relayed to Dayton and Columbus by means of a complex micro-wave system. Later, when coaxial cable linkage is a reality, WLW-D will receive instantaneous television service from both NBC and DuMont video networks.

WLW-D's tower is 428 feet above the ground. The station is on Channel 5. Visual power is 16 kilowatts and aural power is 8 kilowatts.

The studio building is a converted roller arena which was about 40 percent completed when it was taken over by the Crosley Corporation. The building measures 121 by 281 feet.

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McANDREW NEW GENERAL MANAGER OF 3 NBC WASHINGTON STATIONS

William R. McAndrew has been named General Manager of the National Broadcasting Company's three Washington, D. C. stations - WRC, WRC-FM and WNBW (TV). Mr. McAndrew retains his previous title and duties as Assistant to the Vice President.

George Y. Wheeler, formerly NBC's Washington Director of Programs, has been named Assistant General Manager of the three stations. He is succeeded by Eugene Juster, former Program Manager of WRC. New Program Manager of WRC is Kenneth French. George Sandefer, Business Manager of WNBW (TV), has been appointed Business Manager for all three stations, relieving James Seiler to devote full time to his duties as Research Director. Other appointments include: Charles de Lozier, Assistant Sales Director; Stanley Bell, Sales Administrative duties; and Charles Colledge, former WNBW Television Field Supervisor, as WNBW Operations Supervisor.

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BELIEVED RUPPEL WILL PROVE FIGHTING EDITOR FOR "COLLIER'S"

There appeared to be general agreement among those who knew him that Louis Ruppel, hard-boiled Managing Editor of the Chicago Times and later Director of Publicity for the Columbia Broadcasting System, was made to order as the new editor of Collier's.

Delayed in taking over by illness, Mr. Ruppel was all set to become Director of the Clear Channel Broadcasting Service. Perhaps the story of his career is best told in the modest little sketch which appears in the current issue of "Who's Who":

"Ruppel, Louis, editor; b. New York, N. Y., June 11, 1903; s. Frederick and Lillian (Schultz) R.; m. Margit Gabrielsen, Dec. 5, 1926; children - Philip, Joseph. Reporter, New York American, 1924-27, New York Journal, 1928-29; polit. writer, New York News, 1929-33; U.S. dep. commr. of narcotics, Washington, D. C., 1933-34; mng. editor, Chicago Times, 1935-38; publicity dir. Columbia Broadcasting System, 1939-41; asst. to pres. Crowell-Collier Pub. Co., 1942; exec. editor Chicago Herald-American, 1945; resigned, Sept. 1945. Served as capt. U.S. Marine Corps, 1943-44; South Pacific Medal with 1 star. Clubs: National Press (Washington)."

Walter L. Quail, of WGN, Chicago, will continue at Clear Channel Broadcasting Service, Washington headquarters as Acting Director, and the matter of a permanent Director will be taken up at the CCBS meeting to be held in Chicago next month during the NAB convention.

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ASCAP EXTENDS VIDEO MUSIC FEE DEADLINE

Extension through April 30 of ASCAP's grant to telecasters to use its members' music without fee was voted by the Society's Directors last week.

Telecasters have been given free use of copyrighted music pending negotiations of a contract with ASCAP which would establish payment scales. The negotiations between ASCAP and broadcasters have been under way since the first of the year.

Broadcasters have agreed that such payment rates as are finally agreed upon will be retroactive to Jan. 1, 1949. The old ASCA P contract with broadcasters expired December 31. Negotiations pertain to both radio and television.

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WTHI, TERRE HAUTE, JOINS CBS NETWORK

Station WTHI, Terre Haute, Indiana, joins the Columbia Broadcasting System as a basic supplementary affiliate effective September 23, 1949. This brings the total number of CBS affiliates to 181.

The Terre Haute station is now an affiliate of the American Broadcasting Company.

WTHI operates with 1000 watts day and night on 1480 kilocycles. Anton Hulman, Jr., prominent Indiana industrialist and Chairman of the Board of the Indianapolis Motor Speedway, is President and owner of WTHI, with Joseph Higgins, General Manager.

The station is located in the Radio Center Building in downtown Terre Haute. Its four studios and the stream-lined auditorium for audience shows are regarded as the most modern in the country for a city of its size.

WTHI also operates an FM station, WTHI-FM, on 99.9 megacycles and 3 kilowatts.

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HOUSE VOTES FOR DAYLIGHT SAVING IN WASHINGTON, D. C.

The House of Representatives in Congress Monday voted 223 to 130 to let Washington, D. C. have another Summer of daylight saving time, starting April 24 and ending September 25.

The Senate yesterday (Tuesday) completed Congressional action on a bill to let Washington have the daylight time.

The Daylight Saving Bill cleared the Senate by a voice vote after the House-approved measure was called up by Senate District Committee Chairman McGrath (D), of Rhode Island.

The bill permits the District Commissioners to make it effective by issuing a special order.

Nearby areas are expected to follow the District in the time change as they have done the last two Summers.

Representative Klein (D), of New York, who had proposed a House bill like the one the Senate passed, made the final appeal for adoption of the one-year law during 35 minutes of debate. Mr. Klein said "the people here want it and that's the best reason I know to give it to them."

Representative Harris (D), of Arkansas, presented the bill for House action. He confessed, "I'm not so happy about daylight saving time, but I'm convinced the greater number of people in the District do want it."

Representatives O'Hara (R), of Minnesota, and Wadsworth (R), of New York, led a sharp attack on the daylight saving measure. Representative O'Hara said: "With this daylight saving time, you don't change the operation of the planets at all - you just discom- mode a lot of people."

Representative Wadsworth said daylight saving time in a great city forces residents of an area for 40 or 50 miles around to conform to it. He said the farmers hate it because for them "it imposes a definite hardship", particularly for dairy farmers.

Representatives Jones (D), of Missouri, Reese (R), of Kansas, and Brown (R), of Ohio, joined in opposing the bill.

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FLY, EX-FCC HEAD, ACCUSES DEWEY AS "FATHER" OF WIRETAPPING

Governor Dewey was described this week as the "founding father" of legalized wiretapping in New York, by James L. Fly, former Chairman of the Federal Communications Commission, testifying before a special wiretapping committee of the New York County Criminal Courts Bar Association.

Referring to Mr. Dewey's activities in New York as special prosecutor before he was elected Governor, Mr. Fly said there was a gross disparity between the results obtained by wiretapping and the price paid in terms of invasion of privacy.

He also announced that the American Civil Liberties Union, of which he is a member of the B card of Directors, had requested the Governor to start an inquiry to gather facts about wiretapping and make a full report to the people.

The organization's letter said:

"Wiretapping is so questionable a practice, if not an un- constitutional violation, that it is high time it be reviewed with a full report made to the people as to its usefulness and dangers, with a view to abolishing such abuses as may be revealed."

Five witnesses appeared before the Committee. Most of them said they were opposed to wiretapping in any form and asserted that it was used in New York State in connection with minor crimes, and not for felonies, as intended.

One witness Osmond K. Fraenkel, a member of the Board of Directors of the Civil Liberties Union, suggested that policemen who asked for wiretapping orders and judges who signed them were violat- ing the Federal Communications Commission Act.

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## MCDONALD SEES NO ZENITH CRITICISM IN COY BALTIMORE SPEECH

Critics reading into the much quoted speech of FCC Chairman Wayne Coy at the Baltimore Ad Club a rap at the recent television newspaper advertisements of the Zenith Radio Corporation of Chicago, found themselves in disagreement with Commander E. F. McDonald, Jr., President, who, responding to an inquiry today, (Wednesday, March 30), replied:

"Nothing that Chairman Coy said in his Baltimore speech contradicts any statement we have made in our advertising.

"I am in full agreement with the Chairman's statements as made except where he says that the obsolescence question is a tempest in a teapot. I think it is a full gale on the television sea with the public, the passengers, suffering because of the industry's operation of its vessels."

Chairman Coy said at Baltimore:

"I think this question of obsolescence of TV receivers is something of a tempest in a teapot. I do not think anyone buying a television set today has had a fraud perpetrated upon them. I can assure them that wherever a TV signal is available from a vhf transmitter, their set will render them fine service for many years -- and can be converted to render fine service for them if ultra-high frequencies are utilized for the present system."

Pressed for an expression on the subject of converters, Commander McDonald said:

"In my opinion converters, which are never satisfactory, will cost the public at least thirty or forty dollars plus installation. Building receivers to receive both bands will be less costly than the purchase of a converter. I have an indication that three manufacturers will shortly be on the market with two bands received which is as it should be."

In informed quarters the \$1,000,000 suit filed against Zenith by Sightmaster Corp. and Empire Coil Company seemed to be taken by many as more or less of a publicity stunt. Nevertheless, it caused the resources of these concerns to be looked into.

One prominent financial reporting agency shows the tangible net worth of Sightmaster as \$71,509 as of July 31, 1948. It also contains the statement that the total compensation to be paid to the officers of the corporation will not be in excess of \$50,000 per year for the next two years.

The same agency shows Empire Coil Co., Inc. as having a net worth of \$75,847 on July 31, 1947 and a net worth of \$141,159 as of September 30, 1948 -- yet the strange thing is that in 1947 the Empire Coil Co. obtained a construction permit for a television station in Cleveland WXEL, which station has not yet been built, and

the FCC advised that the latest extension for completion date of WXEL in Cleveland is May 30, 1949.

Another financial reporting agency says of Sightmaster:

"The earnings have been profitable due to the fact that development and engineering expenses were avoided by utilizing kits made by Transvision, Inc."

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CAPITAL RACE NEWS WIRES CUT; RADIO STATIONS O.K.

All horse race wire services within a 20-mile radius of Washington, D. C. were cut off yesterday (Tuesday), putting the severest crimp yet into the area's bookie business.

Twenty-six teleprinters - one in Virginia, the rest in Maryland - and two wire services are involved in the sudden action. Press association tickers furnishing racing news to newspapers and radio stations were not affected.

Western Union officials would not comment beyond issuing a statement that they were "cooperating" with District Attorney George Morris Fay. But the bookies did not deny that they had lost access to up-to-the-minute information away from the tracks.

The wire service to the ticker drops was discontinued even though some of the machines were yet to be removed from the locations pin-pointed by Fay after last Friday's mass gambling raids.

More than 320 telephones at 300 Washington locations designated by Fay will be removed by the end of the week. The Chesapeake and Potomac Telephone Co. said Tuesday that notification to customers had been mailed and that removal would start Thursday or Friday.

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TELEVISION CALLED CHALLENGE TO ORATORS

Television will make most present platform orators look and sound sour, says a speech instructor, Henry Kingston, according to the United Press.

"The first casualty will be the stuffed shirt who is so impressed with himself that he doesn't bother to think of his audience", Mr. Kingston said. "Television calls for a new type of speaker, a person who can talk to you as though he were in your own living room," the Los Angeles State college instructor pointed out.

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LAMME MEDAL AWARDED TO ZWORYKIN, RCA, IN TELEVISION

The American Institute of Electrical Engineers announced this week that its 1948 Lamme Medal had been awarded to Dr. V. K. Zworykin, Vice President and Technical Consultant, RCA Laboratories Division, Radio Corporation of America, at Princeton, N. J., for his "outstanding contribution to the concept and design of electronic apparatus basic to modern television."

The medal, which will be presented at the Institute's Summer general meeting at Swampscott, Mass., June 20-24, was established through a bequest of the late Benjamin G. Lamme, one time Chief Engineer of the Westinghouse Electric and Manufacturing Company.

A native of Russia, Dr. Zworykin was formerly with Westinghouse. He holds various honors, including the Moorish Liebmann Memorial Prize, the Howard N. Potts medal, the Overseas Award from the British Institutions of Electrical Engineers and the Rumford Medal, awarded by the American Academy of Arts and Sciences.

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COMMERCIAL RADIO ON STATEN ISLAND, N. Y. FERRY RAISES RUMPUS

City officials and representatives of Staten Island civic organizations discussed Tuesday the plan for radio programs with commercials aboard Staten Island ferries. No decision was reached and other meetings will be held.

The session was held in the offices of the Marine and Aviation Department on Pier A, New York City. The city was represented by Deputy Commissioners Sylvester Cosentino and Edward F. Cavanagh, Jr.

The Staten Islanders said that their objection to commercials on the ferries might be withdrawn if the sponsors were not in competition with business on the island. The Commissioners said this aspect would be considered in any plans to pipe music aboard the boats.

The next step in this scheme, it was explained later, would be to arrange for public bidding for the music concession. Then, it was said, there would be another meeting between the Commissioners and representatives of Staten Island groups.

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NAB FILES OBJECTIONS TO 540 KC LIMITATIONS

Objections to a Federal Communications Commission proposal to impose limitations on the use of 540 kilocycles before the forthcoming conferences on the North American Regional Broadcasting Agreement have been filed with the FCC by the National Association of Broadcasters.

The NAB statement, filed by the Association's General Counsel, Don Petty, holds that the proposed limitations would prejudice the disposition of the valuable frequency by the appropriate international conferences, and constitute a "waiver by the United States of the use of this frequency for broadcasting purposes."

The NAB statement pointed out that the International Radio Regulations adopted at Atlantic City in 1947 allocated the frequency, 540 kc, exclusively to broadcasting.

"It was contemplated", the NAB said, "that such frequency would be classified by the interested nations on or after January 1, 1949. The immobilization of the frequency as proposed in this proceeding prior to NARBA would violate the principles of the Atlantic City Convention."

Maps attached to the NAB statement showed the restrictions overlapping so that a narrow stretch not more than 800 miles long would be the only area left available in which 540 kc would be assigned for broadcasting purposes. The strip runs through parts of Kansas, Missouri and Arkansas.

The NAB statement asked that the restrictions not be adopted, and that no determination of the use of the frequency be made by the FCC or any other U. S. representative until after classification of the frequency and opportunity for all interested parties to present and examine evidence in the matter.

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JACKPOT PROGRAMS "POISON AIRWAYS", THEOLOGICAL HEAD ASSERTS

Radio giveaway shows are "poisoning the airways so that the average home becomes a national lottery", Dr. Joseph R. Sizoo, President of New Brunswick Theological Seminary, New Brunswick, N.J., asserted in Washington, D. C. Monday.

He declared that the programs, multiplication of juvenile delinquency, increase in violence and "inordinate display of wealth" are signs of "a period of great moral lassitude" in which we live.

Dr. Sizoo, former pastor of the New York Avenue Presbyterian Church in the Capital, spoke at the monthly meeting of the Washington Ministerial Union.

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FARNSWORTH HEAD URGES APPROVAL OF SALE PROPOSAL

The President of Farnsworth Television & Radio Corp., wrote stockholders last Friday, a New York A.P. communication states, that it was doubtful whether the firm could stay in business without the financial help provided in its proposed sale to the International Telephone & Telegraph Co.

E. A. Nicholas, in his letter, urged stockholders to approve the sale at a special meeting at Fort Wayne, Ind., April 14. Directors of Farnsworth gave their approval to the sale plan February 17. It provides for I. T. & T. to buy Farnsworth by exchanging one share of its common stock for each 12 shares of Farnsworth, and to advance Farnsworth one million dollars to finance resumption of its suspended operations.

Farnsworth, manufacturer of Capehart radios and television sets ran into financial difficulties early in the year. It reported nearly \$3,500,000 losses for the nine months ended January 31. The proposed deal would put I. T. & T. into the radio and television home receiver business for the first time.

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BURGMAN INDICTED AS NAZI RADIO VOICE

A Federal grand jury Monday, March 28, indicted Herbert John Burgman, former employee of the United States Embassy in Berlin, on treason charges. He is accused of broadcasting Nazi radio propaganda during the war.

Mr. Burgman, 52 yearsold, a native of Hokah, Minn., was employed for twenty years as a clerk and statistician in the Berlin Embassy prior to the outbreak of World War II.

The indictment charged that after Pearl Harbor, Burgman refused to return to the United States with other American diplomatic personnel. Instead, it said, he sought and obtained employment with the German Government radio service.

The indictment listed sixty-nine separate alleged treasonous acts in connection with his alleged management of the Nazi radio propaganda broadcasting facilities known as "Station Debunk, the station of all free Americans."

Burgman is the twenty-fifth American to be indicted for treason during World War II and the thirteenth to be indicted for assisting in enemy propaganda broadcasting.

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SCISSORS AND PASTE

"Minimike" Half Size Thimble; Weighs Only Quarter Of Ounce ("Hollywood Reporter")

A miniature microphone of professional quality, half the size of a thimble and weighing less than one-quarter ounce, developed by Altec Lansing Corp., is revolutionary in design and principle. Following the "Minimike" demonstration, prominent sound engineers were enthusiastic over possible uses and voiced the opinion it would have wide application in film production, radio television, theatres, public speaking and all fields where voice amplification is required.

For television and interviews the mike mounted on a wand can be held in the middle of the group for pickup of all conversation without passing it back and forth as is done at present. The minimike can be hidden on an actor's person when the latter is required to move through a wide area on a studio set. This would eliminate the traveling mike boom. Carrying the hidden mike idea further, it could be hooked up to a pocket radio transmitter carried by a player. For lectures and public speakers, a different type of circuit has been devised to allow the microphone to be placed in a coat lapel.

Radio Advertisers Who Nix TV Invasion ("Variety")

Mutual's attempt to experiment with Fulton Lewis as a video attraction has proved a costly venture. Result is that the network is now in the process of renegotiating a contract with its most successful co-op commentator, preventing him from going on TV without the web's official consent.

Strictly on an experimental basis, Lewis was given a TV show-case in Washington. Mutual apparently didn't reckon on Lewis' AM bankroller in the Capital, an auto dealer, doing a fast burn and immediately cancelling out.

Mutual recalled what happened when "Meet the Press" was bought for television by General Foods, which also had disastrous AM repercussions for the show. On that occasion the radio bankroller, Hi-Grade Products, which sponsored "Press" in the top eight key markets, also got sore and cancelled out.

Mutual is taking no chances on losing out on the hefty chunk of sponsorship coin Lewis brings in to the web.

Says Tallulah Means Georgia Town To Him (Henry McLemore, writing in "Washington Star")

Mind you, I'm not blaming Miss Tallulah Bankhead for suing two broadcasting companies, a soap company and an advertising agency for \$1,000,000 for using her name over the air. A million dollars is a very comforting thing to have around the house, and even if the lady only gets half that much, why that's comforting, too.

But, without knowing any more law than a mischievous fellow is likely to pick up in night court, I would say she hasn't a chance

to win her suit. As I get it, Miss Bankhead and her lawyer contend that the word "Tallulah" belongs to her. The lawyer is even waving an old copy of Time Magazine with this paragraph marked: "Miss Bankhead is one of the few people in the English-speaking world instantly and unmistakably identifiable by her first name."

They believe, Miss Bankhead and her lawyer, that the mention of the word "Tallulah" immediately conjures up a picture of all of us who live in the English-speaking world. They do, huh? Well, it ain't so. Let 'em keep on believing that until they die, if they want to, but they're wrong.

Go to the State of Georgia and ask three-quarters of the people there what should follow the word "Tallulah" and they'll answer "Falls". Sure, I know that Miss Bankhead was named after her maternal grandmother, who was named after Tallulah Falls, but the Falls were there a long time before either Miss Bankhead or her grandmother.

I wouldn't be surprised to see the Falls hire a smart lawyer and get after Miss Bankhead.

For every person in Georgia who ever hoard of Tallulah Bankhead, a hundred have heard of the Falls by that name. Long before Miss Bankhead was the toast of the London stage, long before she was making Noel Coward's stuff noisy and hoydenish, the Falls were pouring their water over the rocks, to cascade and gurgle into the welcome laps of the ferns and wild flowers.

I used to go there as a kid. Georgia kids are still going there, when the hot sun parches Central and South Georgia in Summer and the coolness of the mountains beckons. I have seen Miss Bankhead on the stage many times, and delighted in her artistry, but nothing she ever did gave me the pleasure Tallulah Falls did when, as a boy, I poked a toe in her cold, clear water, or just stood looking at her. She was mightier to me as a boy than Niagara ever was to me as a man.

My wife, Jean, just asked me what I was writing about, and when I told her she backed me up in my stand a hundred per cent.

"Certainly I am familiar with the name Tallulah Bankhead", she said, "but she isn't the first person who comesto my mind when I hear the name Tallulah. I always think of Tallulah Maley, a girl I grew up with in my home town. She is a cousin of one of my very dearest friends and lives somewhere in North Caroline, I believe. Around Charlotte, I think."

Frankly, Miss Bankhead, w hen people get to thinking they are so high and mighty that a name belongs to them, and to them alone, they are, to use an expression right common around Tallulah Falls, "getting a little too big for their britches".

Let Miss Bankhead win her suit and the next thing you know King George'll be suing me for having a pointed named Rex.

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TRADE NOTES

Arthur I. Rothafel, son of impresario Samuel L. "Roxy" Rothafel, will report to CBS Television April 11th as Assistant to the Director of Programs. Mr. Rothafel is currently General Manager of Radio Station WFEA in Manchester, N. H.

Avco Manufacturing Corporation. Three months to Feb. 28: Consolidated net income, \$1,078,787, equal to 14 cents a common share compared with \$1,616,630, or 22 cents a share, in the similar period a year earlier.

Describing the sensational gambling raid that was made in Washington, D. C., without the advance knowledge of the police although they claim they gave the information, George Morris Fay, District Attorney said:

"The key to the whole thing was the communication center, radio, telegraph, ticker and telephone and recently the bookie joints have shown considerable interest in the television because it is making available to them the telecast of races themselves, the tote boards showing how much odds on each horse, the bets, the winner pay."

Drew Pearson, in his newspaper column queries Walter Winchell:

"The Hooper Survey is laying off some of its operators. What is this going to do to your rating?"

The NBC television network will be increased to 17 stations with the addition of WHTM, Rochester, N. Y., which will begin operating on a commercial basis June 11th, which will also be the 55th station to become affiliated with the NBC network on either a non-interconnected or interconnected basis.

Something new was added to Washington press conferences when, after Secretary of Defense Louis A. Johnson was sworn in, he asked each one attending his first press, radio, television, news-reel conference, - about 40 in number - to stand and identify himself by name and who he represented.

He said, after this was done, that he would know them from now on.

"I'll work with you", he promised, "if you work with me."

Consolidated net income of the Columbia Broadcasting System Inc. for 1948 amounted to \$2.94 per share, compared with \$3.45 per share in 1947. Net income from standard broadcasting operations in 1948 was greater than in 1947, but this gain was more than offset by a substantial increase in television costs resulting from greatly expanded television activities and by reduced earnings of Columbia Records, Inc.

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