



# HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Founded in 1924

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JUN 29 1949

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No. 1873

May 4, 1949

"NEEDN'T HESITATE TO BUY TV SET", SARNOFF; HITS OBSOLESCENCE

Confirming in detail a statement credited to him when he left the White House recently after conferring with President Truman, Brig. Gen. David Sarnoff, Chairman of the Board of the Radio Corporation of America, made his position even clearer last Tuesday in the big television set obsolescence controversy which has been rocking the broadcasting industry.

Reporting to the 30th Annual Meeting of RCA stockholders in New York, General Sarnoff said:

"In recent months, you doubtless have read some of the dire predictions about quick obsolescence of television receivers. Many facts have been omitted. No one need hesitate to buy a present-day type of television receiver, for there is no indication that receivers of 1949 design will be obsolete in the near future. It is interesting to note that RCA Victor television receivers, first introduced to the public in 1939, are still in use and giving satisfaction, although more than ten years have passed."

"Television is too powerful a force for the public good to be stopped by misleading propaganda. No one can retard its advance any more than the carriage maker could stop the automobile, the cable the wireless, or the silent picture the talkies. Television is something the public has long desired and is eager to have. It is here to stay, because the people like television and want it."

General Sarnoff urged patience on the part of the public while showmen and performers develop improved techniques, declaring that only through the cooperation of the audience will the showmen know what to provide in entertainment, news and education.

"Ultimately the success of television will rest primarily on programming", he declared. "Television is a new force in communications, and it is also a remarkable new art form. As such it is fraught with problems and requires experimentation, both scientific and artistic, to determine the direction of progress that will satisfy the public."

"We in RCA -- now, as in the past -- gladly abide by the public's decision, for we have found public opinion to be essential in charting the future of an invention, an industry, or an art. This is in keeping with the character of a country that enjoys freedom to invent, freedom to compete, freedom to think, and freedom to criticize..."

"The outlook for television in 1949 is bright. It is continually gaining in popularity with the public, and as a new industry, it is one of the safeguards against a serious economic recession for it promises to be a vital factor in the Nation's economy."

"The radio industry is particularly fortunate in being closely allied with science and invention. This alliance always holds the

promise of new products and new services. Scientific research is as vital a function in the RCA as is manufacturing or broadcasting. Radio has been, and will continue to be, a broad field for new developments and expansion. Even in this day of television, we believe that we are only on the threshold, for radio is still a fertile field for invention, discovery and progress."

General Sarnoff said that from time to time voices had been raised against ownership of broadcasting stations and manufacturing plants by the same organization, but declared that practical proof of the value of this ownership to the nation, to the public and to the industry, now is being witnessed.

"For instance", he said, "if the National Broadcasting Company had not gone on the air with television stations and programs before manufacturing of television sets got under way on a mass production basis, television might never have been started."

With regard to the talent fight between CBS, NBC and others, General Sarnoff said:

"We believe time will show there is no profit to the network, the sponsor or the artist in the purchase of over-priced talent packages. Commercial program costs must be measured by what radio is able to deliver to advertising sponsors. According to recent trade reports, some of the so-called 'assets' purchased in these talent raids already are dwindling.

"Leadership built over the years on a foundation of solid service cannot be snatched over-night by buying a few high-priced comedians. Leadership is not a laughing matter.

"Broadcasting faces no easy task during this conversion period for each new step presents an economic problem of its own. The policy of the National Broadcasting Company has been and continues to be to provide the highest variety of entertainment and the best informational, cultural and educational programs.

"At the same time, we seek to maintain program costs at an economic level that will pay off to the advertiser, the affiliated station and the network. This means the constant production and addition of new, high quality, dynamic programs, the encouragement of new talent, new program ideas, and new personalities. In all these respects your Company intends to lead, not to trail, competition."

Pointing out that the impact of war and the subsequent re-conversion period created an unusual situation, General Sarnoff said: "In the return to more normal business conditions, where the law of supply and demand again is in operation, and to a buyer's market in which competition is keener -- it is clear that 1949 will be a more difficult year than 1948."

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PRACTICAL TEST FOR "PHONEVISION"; ILLINOIS BELL STUDIES PLAN

There will be a practical large scale test of customer-interest in "Phonevision", pay-as-you-go television by telephone without commercials, in Chicago next Fall.

This was learned from Items for Management issued by the Long Lines Department of the American Telephone & Telegraph Company which further stated that the television by telephone plan is now being studied by the Illinois Bell Company but that no definite conclusions have been reached or agreements made concerning the facility arrangements which might be employed in the Fall test.

About 300 specially equipped telephone television receiver installations are expected to be made for the Chicago tryout. The tentative plan also provides for offering a telephone user a new first run movie, daily, over a 90 day period, with the customers paying about \$1.00 for each picture they view.

The Items for Management reference to "Phonevision" follows:

"Recent news stories of a proposed test of 'Phonevision' have elicited many queries from Long Lines people. 'Phonevision', as you have probably read in your newspapers, is an idea of the Zenith Radio Corporation, Chicago. All kinds of predictions are being made (depending on the newspaper or periodical you read) on the participation of the Bell Telephone Companies in the plan.

"Under the Zenith proposal, part of the program time of television radio broadcasting stations would be devoted to 'Phonevision' programs consisting of first-run movies or other special features. Television sets not equipped for 'Phonevision' would receive a distorted picture when tuned to a 'Phonevision' program. 'Phonevision' customers, however, would have special receivers, or attachments on their regular receivers, which would be capable of eliminating the distortion when a correcting signal was available. Zenith has proposed that correcting signals be distributed to 'Phonevision' subscribers by transmission over telephone lines and that set-owners call the Telephone Company when they wish to see a special program. A further part of this plan contemplates that the Telephone Company would bill the user for the 'Phonevision' service.

"The American Telephone and Telegraph Company has told Commander E. F. MacDonald, Jr., President of the Zenith Corporation, that the Bell System companies do not feel it would be appropriate to sponsor or undertake 'Phonevision', and the Bell companies would probably not find it practical to do more than provide circuits to any prospective customers desiring such facilities. However, the Bell System is always receptive to new uses to which its plant might be put provided they do not interfere with the primary undertaking of furnishing telephone service and the Bell companies have stated that they would be glad to provide communication services to broadcasters, or other organizations which might initiate 'Phonevision' service.

"Zenith has announced plans to test customer-interest in 'Phonevision' by trial transmissions in the Fall, involving about 300 specially equipped television receiver installations in Chicago. They have stated that the tentative plans provide for offering a new first-run movie daily over a 90-day period, with the 'Phonevision' customers paying about \$1.00 for each picture they view. For the trial Zenith wishes to use Private Line telephone facilities in the distribution of the correcting signals. A plan for using Private Line channels, which would connect the central broadcasting point with each of the 'Phonevision' customers, is now being studied by the Illinois Bell Company but no definite conclusions have been reached or agreements made concerning the facility arrangements which might be employed in the conduct of such a trial."

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#### CAUSTIC NEW HOLLYWOOD CRITICS HOP ON RADIO, TV AND MOVIES

Editors this week received the first issue of Hollywood Memo which described itself as "A Clip Sheet of News and Views of Films, Radio and Television by Hollywood's Creators and Craftsmen", and published by The Film Division of the Arts, Sciences and Professions Council. A conspicuous line states that anything from the Memo "may be reprinted in whole or in part" and that it is being sent to all film and radio editors, to labor, school, religious and minority publications, to cultural, fraternal, civic and women's organizations throughout the U.S.A.

A memo addressed to the American audience states, in part:

"Hollywood Memo is presented as a clinical monthly digest of news and opinion about the mass entertainment industries.

"Memo will deal with what most people don't know about movies, radio and television - and should know.\* \* \* \*

"Memo will be a bulletin of inside information and interpretation from writers, actors, directors and other craftsmen.

"Memo will seek to establish a more direct link between the people inside Hollywood's sound stages and broadcasting studios -- and the audience outside.

"Memo will evaluate the content and background of important films and programs and analyze general trends.\* \* \* \*

"Memo is concerned with making American movies, radio and television more responsive to the realities of American life.

"Memo is interested in bringing back to the theatres the 35 million adult Americans who now habitually ignore the movies because the movies habitually ignore adult themes.

"Memo is interested in rescuing radio from the soap sellers and in protecting the public stake in the new television medium.

The following is a typical Memo comment:

"Stop, Look, Listen and Organize -- if you don't want to be smothered in tripe or smashed by the propaganda train at the radio and television grade crossing.

"Throughout the U.S.A. radio listener groups are forming Councils of Vigilance to guard against misuse of the publicly owned radio air channels.

"The American Association of University Women has established 45 Listener Committees in California, and hundreds more in other states.

"The Girl Scouts of America Radio Council, the Voice of Freedom Committee headed by Dorothy Parker, the Wisconsin Joint Committee for Better Radio, with headquarters in Madison, and the Greater Cleveland Radio Council in Ohio -- these and many other groups are stepping up an offensive against the perverting of radio from the 'public interest, convenience and necessity' stipulated by the 1934 Federal Communications Act.

"Such listener groups, keeping a spot check on radio stations in all areas, will help prevent such degradation of the radio as happened over a long period on Station KMPC, a powerful 50,000 watt station dominated by C. A. Richards.

"Evidence has been presented to the Federal Communications Commission that Richards, in defiance of FCC regulations, instructed his news broadcasters to slant and distort the news.

"Notes in Richards' handwriting ordering his broadcasters to slant their copy against Jews and always to link Jews with Communism and Roosevelt and the New Deal with both Jews and Communism, have been presented to the FCC. These notes were presented by outraged former employees of KMPC.

"Richards' FCC hearing, in which his right to a radio channel license is being challenged, will be reported on in the May Memo."

Another sample of Memo's point of view follows:

"Bernard Shaw, when asked what he thought of television said, 'I'm afraid to look.'

"That many Americans are not afraid to look is indicated by video's furious growth. One hundred thousand sets a month are being sold, mostly on the installment plan, and the vast majority of the purchasers are in the lower income brackets.

"Three major conflicts are emerging in the rapid development of this powerful new medium.

"The first is the scramble for financial control.

"The second is the scramble for trade union jurisdiction.

"The third is the fight to make the television screen reflect the interest of the public.

"Insiders report that these three conflicts are all interconnected.

"The scramble for control is among three well established trusts: telephone, radio and motion pictures. All three saw the new industry as a threat to their heavy investments in telephone lines, radio stations, theatres. A fourth trust, the electrical products industry, while connected with the other three was nevertheless impelled to develop the new medium.

"This has led to a fight of enormous confusion. We see the spectacle of Western Union, a subsidiary, suing its parent A. T. & T. for delaying construction of a coaxial cable. We see motion picture corporations buying up radio networks while certain patents are fought over, buried, dug up, interred again. All other entertainment enterprises, such as baseball, football, prize-fighting, are also wondering what the new industry will do to their box office and real estate.

"The scramble for trade union jurisdiction reveals the same confusion. Screen actors squabble with radio actors, screenwriters with other writers, and Hollywood's oldest-guard union, the IATSE, is rapidly moving into the field, seeking to dominate it. Meanwhile, working conditions in the new industry are undercutting minimums attained in other fields.

"It is clear that these inter-trust and inter-union conflicts are closely related to the fight to make television represent public interest rather than vested interest. The Federal Communications Commission has issued a 'public service' mandate, and if the public remembers that they own the television channels, not the trusts or the advertisers, this great new medium of mass communication may still be used for enlightenment and entertainment consistent with the dignity of the American people."

There is this concluding note:

"You Tell Us: The editors would welcome your suggestions as to certain kinds of material you would like to see published in this Clip Sheet. Write to Hollywood Memo, Arts, Sciences and Professions Council, 1586 Crossroads of the World, Hollywood, California."

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#### HOAX BROADCAST PANICS MISSISSIPPIANS; DISC JOCKEY FIRED

Bob McKee, an announcer for a Jackson, Miss., radio station, reported on his disk-jockey program last Sunday night that "the moon is falling into the sun and the Mississippi River basin is an earthquake danger area".

Reaction to the program, which lasted only three and a half minutes and was labeled fictitious before it began, was both immediate and unexpected, a dispatch to the New York Times states.

A Baptist minister heard about it and dismissed his Sunday evening prayer service, telling the 350 worshippers present to go and warn their neighbors.

"It looked like a white sheet was pulled over the congregation when I told them, they turned so pale", the Rev. H. A. Milner said later.

Several girls living in the Y.W.C.A. went into near hysteria.

The weather bureau, newspaper offices and radio stations were flooded with calls that came in until after midnight. The program went on the air at 9:04 P.M.

Mr. McKee was suspended from his job at once. He was dismissed Monday morning.

James Ownby, the station manager, said the station was extremely sorry for the incident. He ordered the program stopped as soon as he heard it start and had corrective announcements made for the remainder of the night.

Mr. McKee said the program was his own idea. He was attempting to give the disk-jockey show something different. It had not been cleared with the station's acting program director. Mr. McKee said he announced the program as fictitious, then interrupted a record to announce that "the moon is falling into the sun. The entire Mississippi River basin from Winnipeg to New Orleans has been declared a danger area. Earthquakes are expected."

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RALPH ATLASS RESIGNING FROM NAB TAKES ANOTHER SHOT AT BMB

Ralph Atlass, owner of WIND in Chicago, announced last week that the station had resigned from the National Association of Broadcasters. He indicated that his other radio property, WLOL, Minneapolis, undoubtedly also will pull out of the NAB.

Mr. Atlass, active in NAB functions until two years ago when he started to absent himself from both regional and national meetings, gave as chief reason for his walkout the Association's renewed financial support of Broadcast Measurement Bureau. He is quoted as contending that "BMB is no good for either network affiliates or indie stations."

KTLA, Los Angeles, which Mr. Atlass is purchasing, is not an NAB member.

Another Chicago dispatch states that WIND, Atlass station, is discounting trade talk of television inroads these days. In fact, the Chicago AM indie has just hung out an SRO sign on its programming for the rest of the Summer.

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RADIO AND TELEVISION BIBLIOGRAPHY ISSUED BY FSA

More than 400 sources of information on radio and television are listed in a new Radio and Television Bibliography just issued by the Office of Education, Federal Security Agency.

This guide was prepared by Gertrude C. Broderick, Specialist in Radio Education, under the direction of Franklin Dunham, Chief, Educational Uses of Radio, Office of Education. Harry Moskowitz assisted in the compilation.

Accompanying each reference is an annotated description. In addition to general radio and television sources, the bibliography offers summaries of published information on careers in radio, broadcasting techniques and script writing, radio education, scripts, books, and plays. Material is also indexed under engineering, frequency modulation, television, radio and recording equipment, transcriptions, and periodicals.

Sources of general information, and an alphabetical index to the bibliography's 417 entries conclude the Office of Education publication. Copies are available from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C. at 15 cents each.

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WHO TALKS TOO MUCH TO WHO; NOW MILLER, NAB, GETS BAWLED OUT!

Recently Wayne Coy, President of the Federal Communications Commission let out quite a squawk because he said a broadcaster had accused him of talking too much. Now comes the Editor & Publisher, trade journal of the newspapers of the country, making the same damning allegation against Justin Miller, broadcasters' top brass, to wit:

"Judge Justin Miller, President of the National Association of Broadcasters, used the occasion of his address before the American Society of Newspaper Editors last week for a sneering attack on Editor & Publisher directing his remarks specifically to an editorial printed March 6, 1948.

"But Judge Miller, in trying to emphasize the 'dullness of perception' and the 'pathetic inconsistencies which pervade' that editorial, talked more than he should have and succeeded in convincing some of his listeners as to the soundness of the editorial he was attacking.

"The theme of Judge Miller's 20-page address was 'Attacks on Freedom of Communication'. In it he warned of the threat to newspapers inherent in present government encroachments on the freedom of radio because it sets a pattern for similar control of the press, and appealed for combined newspaper-broadcasting efforts to preserve freedom of speech and press.

"Our editorial had concerned 'Radio Editorials' and said: 'In contract to newspapers which need only the daily endorsement of readers and advertisers to survive, radio stations are licensed and must apply periodically for renewal of those government licenses. They need listeners and advertiers to survive, but they also need governmental sanction. A medium which functions by virtue of a government license, subject to review and renewal on the basis of program content, should not be permitted editorial expression.'

"The fact remains that newspapers are not yet licensed but radio stations are. There may be threats of licensing newspapers against which newspapermen are continually alert, but as for radio it is a 'fait accompli'.

"Government already has its foot in radio's door. It does not yet have a foot in the newspaper door.

"The simplest and best way to give radio complete freedom of editorial expression would be to stop the licensing procedure. Since that cannot be done without creating confusion on the air waves, the next best thing is to eliminate quality of 'program content' as a requirement for licensing. If Congress would surround the FCC with safeguards against the dangers Judge Miller has pointed out, perhaps editorial opinion could be broadcast without threat of license suspension by the governmental overseer."

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## BELIEVE RADIO STILL PLENTY USEFUL, TRAMMELL, GITTERINGER TELL ANPA

A good word was put in for radio at the Bureau of Advertising session of the American Newspaper Association last week by both Niles Trammell, President of the National Broadcasting Company, and William C. Gitteringer, Vice-President of the Columbia Broadcasting System.

Admitting that the competition of television for the advertising dollar "cannot be lightly dismissed", Mr. Trammell declared that radio, too, must adjust itself to this "evolutionary development". He added, "It may seriously affect marginal techniques. But no one medium can encompass the whole advertising job for American industry; we cannot glimpse the foreseeable future when television will duplicate in coverage, technique and economy the job that radio is doing today as a medium of mass communication."

Mr. Trammell expressed doubt that television will displace any advertising medium "that is doing a good job", and he reminded the publishers of the history of radio, which was once feared for its possible effect on other media. Radio advertising, network, regional and spot, but excluding local, he said, increased from \$10,500,000 in 1928 to an estimated \$350,600,000 in 1948 -- but during that same period, he asserted, newspapers advanced from \$236,000,000 to \$339,000,000 in national advertising revenue, and magazines from \$177,700,000 to \$462,000,000."

"I believe that radio will continue to grow. If I am wrong, it is going to take an awfully long time to cut down radio's tremendous size," Mr. Gitteringer said.

"It's quite possible that radio may be blitzed temporarily in a market -- we'll say, like New York. We are under the gun right now. . . full-page ads day after day. . . tremendous pressure. . . tremendous set sales.

"All right! If that should happen, I believe that radio will soon come back and find its proper place, just as phonograph records did.

"I believe the American people are ready and big enough in numbers to swallow up another big entertainment and advertising medium without harming or discarding the existing ones."

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## FRED SCHILPLIN, 80, KFAM, ST. CLOUD, DIES AT N.Y. MEETING

Fred Schilplin, publisher of The St. Cloud (Minn.) Daily Times and owner of Station KFAM, died last Thursday night, apparently after a heart attack in a taxicab in New York City. Mr. Schilplin, who had attended the American Newspaper Publishers' Association convention, was riding to Pennsylvania Station to board a train for home. His age was 80.

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## CHANNELS CHANGED AFFECTING 200,000 POLICE, FIRE, ETC. UNITS

An order by the Federal Communications Commission Tuesday, effective July 1, generally gave more frequencies to public-service organizations while, in some cases, it cut down allocations to specialized types of mobile wireless telephones. It returned to these mobile units the 44-50 megacycle band once taken away from them and assigned to television, but removed from television a year ago.

The new orders affect not only the 200,000 mobile wireless telephone units, but 50,000 authorized stations to which they report.

Newspapers were taken out of the general "industrial radio service" category, in which they shared frequencies with many other users, and received, for spot news coverage, four frequencies in the 162-174 megacycle range. These will be shared, on occasion, with motion-picture companies on location, but with no one else.

Under the order newspapers may use larger equipment, including units installed in the cars of reporters and photographers.

At the same time the Commission turned down applications for general usage of wave bands for the transmission of radio facsimiles of press photographs. It authorized, however, experimental operation of equipment for this work "on available bands above 952 megacycles".

Police radio services were shifted somewhat, the report stated. Fire radio stations received wider permission to operate, with the new order embracing rural and suburban fire companies without restriction by size of population in communities, as heretofore.

Radio stations used in highway maintenance work received official recognition for the first time. Permits to use mobile radios in forestry conservation were enlarged from simple authorization to use radio in fighting fires to much broader operations.

The Commission reorganized its "land transportation radio service" category by particularizing to a greater degree the usages of radio by taxicabs, trucks, railroads and buses, and it authorized the establishment of an "automobile emergency radio service" to speed emergency road service by automobile associations or by garages.

Another service that received formal recognition was the "domestic public mobile radio service". This was designated as a public service for hire, operated either by telephone companies or by private agencies, to handle communications by individuals between fixed radio stations and mobile units.

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U.S. PROTESTS "VOICE" JAMMING

The State Department announced Monday night, according to the International News Service, that it has appealed Soviet jamming of "Voice of America" broadcasts behind the iron curtain to the International Telecommunications Union of which Russia is a member.

The protest was sent on Saturday to the international headquarters of the organization in Geneva.

George V. Allen, Assistant Secretary of State for Public Affairs, said that the Department also has demanded that the Geneva organization request the Soviet Union "immediately to take necessary steps to put an end to the jamming operations".

The Department declared that U. S. radio direction finders have determined that the interference comes from equipment within the Soviet Union.

It was pointed out that the jamming became particularly intense simultaneously with the start of negotiations on lifting the Berlin blockade and another meeting of the "Big Four" Foreign Ministers on the German problem.

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PROJECTOR SUSPENDED FROM CEILING PROVIDES 6 X 8 FOOT TV

A new life-size television projection system, featuring an optical barrel which can be suspended from a convenient ceiling mounting is now being offered by the Radio Corporation of America.

The system, as described in Radio Age, is especially adaptable for use in night clubs, hospitals, taverns, clubs, hotels and lunch rooms, home installations, churches, schools and in television broadcast studios for monitoring, sponsors' viewing rooms, and overflow audiences. The optical barrel which is focused on a screen up to 6 by 8 feet in size, of either front or rear-projection type, is connected to the control console by a 40-foot cable. The console, containing television and audio components, as well as controls, can be built-in if desired, or placed in an out-of-the-way location.

The unit has a 30-watt amplifier, with facilities for microphone and phonograph inputs so that the installation may be used as a public address system when television programs are not on the air.

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TRUMAN KNEW WHAT TO DO WITH BIG PIG WWL, NEW ORLEANS, SENT

President Truman got a forty-pound pig last Monday. It was brought to Washington by George W. Shannon, Farm Service Director of Radio Station WWL in New Orleans. Mr. Shannon did not bring the pig into the White House, but told Mr. Truman all about it. The President asked that it be shipped to the family farm at Grandview, Mo.

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## 22 PHILCO PLANTS STRIKEBOUND

About 6,500 employees in twenty-two plants and warehouses of the Philco Corporation remained away from work this week to enforce demands for higher wages and a pension plan.

The company, a major manufacturer of radios, television sets and refrigerators, called the work stoppage a strike, but union leaders claimed it was a lockout.

The union-management contract expired at midnight Saturday and officials of Locals 101 and 102, United Electrical Radio and Machine Workers, CIO, have taken the stand of "no contract, no work".

Massed picket lines marched around the company's main plants for three hours Monday morning. They permitted engineering, maintenance, payroll and personnel employees to enter, but barred all others, including clerical workers.

At the height of the demonstration an estimated 3,000 pickets were in the line. Many carried placards reading, "Philco employees locked out", and "We ask your help in securing a decent contract."

The workers are demanding a pay increase of 15 cents an hour and the inauguration of a pension plan which union leaders estimated would cost the company 4-1/2 per cent of its payroll. The company has offered free hospitalization for all employees; two additional paid holidays, increasing the total to eight, and double time for work on holiday pay.

William Balderston, President of the company, asserted that the situation "in our highly competitive field is such that a rise in wages at this time would put us out of competition with other companies completely."

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## RADIO TUBE SALES INCREASED IN MARCH

March sales of radio receiving tubes increased 1.8 million over sales in February but were 3.7 million under sales in March, 1948, the Radio Manufacturers' Association reported last week. Sales in March totalled 14,505,349 tubes compared with 12,643,788 in February and 18,208,842 in March last year.

Tubes sold for new sets by RMA member-companies aggregated 9,847,090 and replacements numbered 3,420,843 in March. Another 1,143,855 tubes were exported and 93,561 were sold to government agencies during March.

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::: SCISSORS AND PASTE :::

Cost Of 5 To 10 Television Theatre Net Studied  
("Hollywood Reporter")

National Theatres is seriously considering establishing five to 10 television theatres in this area, it became known yesterday. A survey to determine costs has just been started. It is expected the survey will take from six months to a year. If the project proves feasible, NT, through Fox West Coast, will be prepared to install big-screen video in the houses almost overnight, picking up special events to augment the houses' regular screen fare. Speedy installation of equipment would be made possible by tests now being made cooperatively with RCA.

The policy would bear out predictions made a year ago by Spyros Skouras as to the future relation of TV to theatres.

NT, through its FWC, Fox Intermountain, Fox Midwest and Fox Wisconsin chains, controls nearly 500 houses, and FWC has approximately 30 theatres in the immediate area under survey. Assuming that 10, or one-third, are ultimately retrooled for video, the same ratio would indicate NT will eventually do the same to a total of 166.

This figure, however, was blown down to "about 100" last night by authoritative sources who predict "the company will limit its conversion policy to metropolitan areas where competition is toughest." It was further pointed out there are large areas in NT's overall operation where telecasting is not likely for some time.

At this time, circuit officials figure that the initial theatre television machines will pick up special events being broadcast by stations, with eventual development towards special programs designed and staged especially for the hooked-up theatres.

RCA has already announced that it is starting production of a pilot run of 100 theatre television machines, with cost of each set to be under \$25,000. This large screen video equipment would undoubtedly be used by FWC for the start of its theatre television project.

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Believe It Or Not!  
("New York Times")

The next time a Congressional committee has to consider the appropriation for the Voice of America it might call as witnesses the masters of the Russian radio. These gentlemen will not answer the summons in person, but they are already testifying in absentia. Since the middle of last week they have been subjecting the Voice to what Charles W. Thayer, Chief of the State Department's International Broadcast Division calls "far and away the worst jamming" in its history. The Voice's programs have been criticized, even in this country. It is none the less apparent that it is sending out words that the Russian Government fears.

What is there to be afraid of in words? Some persons in the United States seem to fear them. The State Department itself seemed to fear them when it denied foreign left-wingers a chance to talk their way around the country. But the Moscow Communists appear

to look on them as a deadly menace. We can only suppose that there are radio listeners in Russia and the satellite states who, given a choice between the Moscow radio and the Voice of America, would believe the latter.

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A Lotta' Money  
(Leonard Lyons in "Washington Post")

Gen. David Sarnoff, head of the Radio Corporation of America, had his pocket picked in the lobby at "Kiss Me, Kate" one night. The wallet contained \$700 in cash. General Sarnoff, whose technical achievements broadened the boundaries of modern life, was a victim of the old-fashioned jostle-and-pickpocket trick.

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The Way The British Rate Reception  
("London Calling")

In a recent issue of London Calling we reemphasized to listeners the value to the BBC of their program comments, suggestions, and criticisms. Listeners' reports on their reception of the overseas transmissions are no less valuable, as they materially assist the engineers in their efforts to provide a satisfactory service.

Reports on reception covering a period of at least one week - and given, if possible, in GMT - are preferred, as the most useful information is that derived from regular listening. But if you are unable to listen through a complete program, reports on conditions over shorter periods are still valuable.

A three-figure code has been devised to simplify such reporting. The first figure indicates the "signal strength" on the following scale: 0 - inaudible; 1 - very weak; 2 - weak; 3 - fairly strong; 4 - strong; 5 - very strong. The "magic eye" or other tuning indicator on many receivers gives a useful guide to the strength of signal.

The second figure indicates the "strength of interference" caused by unwanted stations: 0 - none; 1 - very weak; 2 - weak; 3 - fairly strong; 4 - strong; 5 - very strong.

The third figure indicates the overall value or merit of reception, which depends on the strength of BBC transmissions and degree of interference present: 0 - nil, completely unintelligible; 1 - very poor, only a few words intelligible; 2 - poor, but mainly intelligible; 3 - fair, completely intelligible although close attention necessary; 4 - good, completely intelligible and easy to follow; 5 - very good, comparable with normal medium-wave reception (a relatively rare experience).

The assessment 5-0-5 would thus indicate perfect reception; 5-4-2, for example, would mean a "very strong signal but with strong interference, reducing overall merit to poor, but mainly intelligible" (The third figure must be consistent, of course, with the first two figures, e.g., "1-5-5" is an impossibility.)

Reports should be addressed to the Chief Engineer, BBC, London, W. 1, England.

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TRADE NOTES

Television was brought to the attention of the National Capital last Sunday by a special television section in The Washington Post.

Radio has contributed the words "disc jockey" to Webster's New Collegiate Dictionary just out.

Motorola, Inc. - March quarter: Net earnings, \$909,516, or \$1.14 a common share, compared with \$720,299, or 90 cents a share, last year; sales, \$15,212,622, increased 22 per cent from \$12,437,347 volume a year ago.

FCC statistics reveal that the highest annual operating expense of 14 TV stations in 1948 was \$814,000; the lowest \$59,000. Average: \$538,000.

A former GI in New York City last week filed suit in District Court in Washington for \$200,000 libel damages against Columnist Drew Pearson, the Bell Syndicate, Inc., and The Washington Post.

The suit was filed by Joseph B. Franzino, a minor, through his father. He charged he was libeled in the Washington Merry-Go-Round July 30 in an article about a black-market scandal involving the Army in Japan.

Aircraft Radio Corporation - For 1948: Net profit, \$95,770,  
equal to 33 cents a common share, contrasted with a net loss of  
\$105,597 for 1947; net sales, \$1,822,082, against \$458,007.

Opening of the first direct radiotelegraph circuit between San Francisco and Canton China, was announced last week by H. C. Ingles, President of RCA Communications, Inc., New York City. He said direct service also has been opened by RCA between the Philippine Islands and Canton.

Operations with Canton are in addition to long-established RCA radiotelegraph service between the United States and Shanghai. First commercial contact with the Canton station was made by the RCA station in San Francisco at 4 P.M. (Pacific Standard Time) last Wednesday, April 27. Establishment of service followed soon afterward. Mr. Ingles said.

Twin television consolette models with 10 or 12 inch picture tubes in identical mahogany cabinets were announced over the week-end in Sunbury, Pa., by the Westinghouse Home Radio Division.

The Textile Workers Union, CIO, will mark its tenth anniversary, May 14, with the holding of a "convention by radio". Members of 700 locals in all parts of the country will hold meetings that evening to hear broadcast talks by Mrs. Franklin D. Roosevelt, Senator Frank P. Graham of North Carolina, and Gov. Chester Bowles of Connecticut.

The union has arranged to have the special anniversary program heard from 8:30 to 9 P.M., over ABC in each time belt to facilitate the holding of dinner meetings. A special dramatic script will be prepared with Melvyn Douglas and Aline MacMahon scheduled to narrate leading roles.

Broadcasts have had to give way to theatrical performances but for probably the first time, a Broadway show will be closed down for an evening to enable its stars to broadcast.

This will be done Monday, May 16th, at 9 P.M., EDT, to enable Ezio Pinza and Mary Martin, co-stars in New York's smash hit "South Pacific" to appear on the "Telephone Hour". Rodgers & Hammerstein of "Oklahoma" fame are the authors of "South Pacific".

Likewise stars have gone from musical comedy to the Metropolitan but Pinza, one of the really great stars of the "Met" is among the few who have gone from the Metropolitan to a musical comedy.

The advent of television has in no way altered the duty of Catholics to attend mass on every Sunday and Holy Day. The revised adult catechism issued recently makes itself clear on the point.

Though it does not refer specifically to television, one section asserts that "To satisfy the obligation to assist at mass on Sunday a person must actually be present at the place where mass is celebrated. . . A person who is a notable distance from the worshippers certainly is not bodily present at mass."

Two new network channels were added Monday to the Bell System's important television network route between Philadelphia and Chicago. Introduction of the additional channels will permit broadcasters, who have been sharing the single channels operating in each direction, to present Midwestern television audiences with a wider choice of network programs coming from Eastern studios.

A total of three west-bound and one east-bound channels will now be available, according to the Long Lines Department of the American Telephone & Telegraph Company. Of the west-bound channels, two will operate every day on a 24 hr. schedule. The third will be available only after 6 P.M. from Monday through Friday but on a 24 hr. basis on Saturdays and Sundays.

Between Monday and Friday the single east-bound channel will only be available for television transmission after 6 P.M. However, this circuit will also be placed in operation for network television service at any time on Saturdays and Sundays, making it possible to bring such week-end Midwestern events as sporting events to video audiences in the East.

Re-election of Fred E. Ahlert, a composer, as President, and the election of other officers of the American Society of Composers, Authors and Publishers (ASCAP) took place last week in New York.

Mr. Ahlert reported the ASCAP writer membership had reached a total of 2,041 and the publisher membership, 361.

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# HEINL NEWS SERVICE

Radio      Television — FM — Communications

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RMA SILVER JUBILEE MEET; PUBLIC TV OBSOLESCENCE DISCUSSION OUT

Although not mentioned in the advance press handouts, it is expected that an important feature at the Radio Manufacturers' Association's "Silver Anniversary" convention to be held in Chicago next week, May 16-19, will be an informal report of the progress that has been made by the recently appointed Committee "to give the public, trade, and government accurate television information." This group was organized and \$100,000 appropriated for its expenses, to reassure the public after the industry blow-up following charges that present sets may become obsolete when television is expanded into the higher bands. It is certain that every effort will be made to avoid stirring up the public further but nevertheless obsolescence looms as the main topic of conversation.

At the forthcoming gathering conspicuous by his absence will be FCC Chairman Wayne Coy who has been one of the storm centers in the television row.

The special RMA Television Information Committee is headed by Paul V. Galvin, RMA past president. Other members are: Benjamin Abrams, Emerson Radio & Phonograph President; Dr. V. R. G. Baker, RMA Engineering Department Director and General Electric Vice President; H. C. Bonfig, Zenith Vice President; James H. Carmine, Philco Vice President; James W. Craig, Avco's Crosley Division Vice President; Dr. Allen B. DuMont, Allen B. DuMont Laboratories head; Joseph B. Elliott, RCA Victor Division Vice President, and William H. Halligan, Hallicrafters Co. President.

Approximately 50 group meetings have been scheduled to be held during the RMA Convention.

Complete programs issued this week provide for a solid series of morning and afternoon business sessions, four luncheons, and two dinners.

Together with manufacturers and jobbers attending the Parts Trade Show, which will be held concurrently with the RMA convention, the radio industry will virtually take over the Stevens Hotel for the week.

Highlighting the "Silver Anniversary" convention will be an All-Industry Banquet Thursday evening in which other trade organizations will participate in a tribute to RMA. Top entertainment talent has been booked for this event which is expected to fill the Grand Ballroom of the Stevens Hotel and to overflow into the foyers, according to Chairman Leslie F. Muter of the RMA Convention Committee.

Following three days of committee and section meetings, the five divisions of RMA will hold membership meetings Thursday morning, May 19, to elect new officers. The annual membership luncheon will be held the same day.

Senator Capehart (R), of Indiana, a pioneer radio manufacturer and a member of the Senate Interstate and Foreign Commerce Committee, will speak at the membership luncheon, and President Max F. Balcom, who is completing his second term, will make his annual report.

The RMA Board of Directors will hold two meetings, the first on Wednesday afternoon and the second on Thursday following the membership luncheon and the election of officers.

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#### NBC TV THEATRE PROGRAM POSITION CLARIFIED BY DENNY, V-P

A letter which discussed in detail the possibility of the National Broadcasting Company providing television program service to theatres, was addressed by Charles R. Denny, Executive Vice-President of NBC, to Gael Sullivan, Executive Director of the Theatre Owners' Association of America, Inc.

Mr. Denny said there were three principal types of programs which NBC may provide to theatres: (1) shows built by NBC on special order for the primary use of theatres; (2) special event programs, like a presidential inauguration or an important address, that are not sponsored, and (3) regular commercial or sustaining shows.

In the first category, Mr. Denny wrote, NBC would present programs for exclusive theatrical use, and these would not be generally telecast. The second and third categories would be programs primarily designed for telecasting and their use by theatres for either simultaneous or subsequent showings could be arranged under special license from NBC.

Any commercial television program would have to be shown in theatres in its entirety, Mr. Denny said, with commercial announcements included. Naturally, the consent of advertisers would be a prerequisite to theatrical presentation of sponsored programs.

As to special events programs, Mr. Denny said that in "appropriate cases" NBC would license theatres to use them, providing NBC owned or could clear all rights for theatre showing. In cases where NBC was one of several broadcasters carrying a program, theatres would, of course, have to make arrangements with all members of the group.

The question of television rights for theatrical presentations, Mr. Denny pointed out, "is still largely unexplored." He fore-saw that negotiations on this subject would be required in each instance.

"In addition", said Mr. Denny, "there may be union problems which would have to be resolved in connection with theatre showings of television programs. On its part, NBC would be willing to supply these programs as indicated in this letter, and if theatres so desired, NBC would in appropriate cases attempt to negotiate the clearing

of necessary rights, the interested theatres to pay any added costs for the acquisition of these rights."

On the subject of fees, Mr. Denny said NBC would set them on the basis of covering the network's expenses in providing programs to theatres plus "a fair profit". Initially, at least, he said, fees would be subject to negotiation in each case.

Mr. Denny emphasized that NBC would not permit use of its television programs in theatre auditoriums without licenses, whether the program is picked up by the theatre from the telecast or delivered by other means. He pointed out, however, that the network had not objected to the showing of its programs on "home television instruments installed in theatre lounges and lobbies."

"NBC has treated the use of its television programs in theatre lounges or lobbies, where no additional admission or other charges are levied, as more akin to normal home television reception than to theatre television", he said. The network has not taken steps to prevent this use.

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#### THE TIME MUSSOLINI SLIPPED A MESSAGE THROUGH TO COOLIDGE

Norman Siegel, formerly one of the liveliest radio editors in the country but who is now climbing to the top of the ladder in the motion picture world in Hollywood, came to New York this week to attend home office meetings and Paramount's Eastern Sales Division Convention.

Mr. Siegel for many years was radio editor of the Cleveland Press and now is Paramount Studio publicity head on the West Coast. An amusing story is told about him. Returning from a trip abroad via Washington before World War I, Norman told Leo Sack, the United States correspondent, later Minister to Costa Rica, that he'd like to see the President.

This was in the old handshaking line days at the White House and a meeting was easily arranged by Sack. However, the latter almost fell out of his shoes when Siegel, whom he supposed expected to greet the President only formally, said:

"Mr. President when I met Premier Mussolini in Italy, he asked me if I would give you a message."

To Sack's further amazement, President Coolidge came right back with a reply. As Siegel and Sack left the Executive Office, the latter having partially recovered his composure, ejaculated:

"Why didn't you tell me you had a message to Coolidge from Mussolini!"

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WEBSTER'S CONFIRMATION FOR SECOND FCC TERM SEEMS IN THE BAG

One of the comparatively few men who really knew anything about radio or communications - that is to say didn't arrive by the political route - when appointed to the Federal Communications Commission, Edward F. Webster, will be considered today (Wednesday, May 11) by the Senate Interstate and Foreign Commerce Committee for reappointment as Commissioner to a 7 year term. Commander Webster's name was sent up by President Truman last week and with the personal backing of Senator Edwin C. Johnson, Chairman of the Senate Committee it seems to be the opinion on the Hill that he is as good as in.

During his two years on the Commission when he succeeded Paul Porter, Commander Webster has been particularly concerned with safety and special services aspects of the FCC's activities, and has participated in many international radio conferences. His extensive technical knowledge in radio and telecommunications has been invaluable in these meetings.

A veteran of two wars and a former Assistant Chief Engineer of the Federal Communications Commission, Commissioner Webster has long been identified with matters affecting domestic and international communications, specializing in application of radio to safety in the marine and aviation services.

Born in Washington, D. C., on February 28, 1889, Commissioner Webster attended the local public schools and was graduated from the United States Coast Guard Academy in 1912. He spent more than 30 years in that service. Retired in 1923, he was recalled to active duty until 1934, and again during World War II. During these tours he served as Chief Communications Officer of the Coast Guard.

Joining the Federal Communications Commission in 1938 as a member of its engineering staff, he became Assistant Chief Engineer about a year later. In that capacity he had intimate supervision of radio and wire services, embracing marine, aviation, experimental, emergency, amateur, and common carriers to the inclusion of cables, also matters relating to radio operators.

For many years he has been active in coordinating communications activities within the Government and is one of the original members of the Interdepartment Radio Advisory Committee. He has assisted the State Department in preparing for 20 international conferences dealing with all phases of communications, most of which he attended as a representative of the United States by designation of the President or by the Secretary of State.

Because of his knowledge of maritime problems, Commissioner Webster was a member of a technical committee created by the Senate in 1935 to investigate the Morro Castle and Mohawk steamship disasters. As a result of that inquiry, he drafted legislation which placed into operation the radio provisions of the International Convention for the Safety of Life at Sea.

In 1942 he was granted military leave by the Commission to return to active duty with the Coast Guard, again being placed in charge of the extensive communication system of that service. He advanced in rank from captain to commodore and was awarded the Legion of Merit for outstanding accomplishments. Reverting to inactive status in August of 1946, he accepted the post as director of telecommunications of the National Association of American Shipping.

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#### FCC CLEARS WAY FOR VICTORY CORP. TO BUY BULOVA, WOV, N. Y.

The Federal Communications Commission yesterday (May 10) issued a Report and Order granting the application of Arde Bulova and Harry D. Henshel to transfer control of Wodaam Corporation (WOV), New York, to Victory Broadcasting Corporation. At the same time, the Commission removed from the hearing docket and granted the application of Greater New York Broadcasting Corporation for renewal of license of WNEW, New York, for the period ending May 1, 1951; also the application of Wodaam Corporation for renewal of license of WOV for the period ending Nov. 1, 1951. It denied petitions by the International Catholic Truth Society and Mariannina C. deRaczynski to intervene in hearings on these applications.

Commissions Coy and Jones, in a 12-page dissenting opinion, favored a hearing, saying:

"We dissent from the Commission's Report and Order in this case because we are unable to conclude from the report and from the investigation which has been made by the Commission's staff that the Commission is in a position to find that Mr. Bulova and the corporations in which he is the controlling stockholder are qualified by character to be entrusted with the responsibilities of a broadcast license. On the contrary, we believe that upon the basis of the information uncovered by the investigation, the Commission has no choice but to hold a further hearing in these proceedings so that the complete story can be put on the record and thus determine finally the questions involved."

Commissioner Sterling did not participate, having been absent at an international conference during the proceedings preparatory to the decision.

The consideration involved in the WOV transfer is \$200,000, plus 10% of the stock in WNEW owned by Richard E. O'Dea, also part owner of WOV, and the discontinuance of certain suits brought by O'Dea against the transferors.

Stations WNEW and WOV are both controlled by Bulova. Common ownership and operation of two stations in the same service area is contrary to the Commission's AM multiple ownership rule, which was adopted Nov. 23, 1943. To satisfy this condition, Bulova at different times had filed four applications to transfer WOV. One was denied by the Commission and two others were dismissed on request.

Since 1944, WOV and WNEW have been operating under temporary extensions of licenses. Tuesday's decision followed the completion of an extensive field investigation conducted by the Commission last Fall into Bulova's radio activities.

Victory Broadcasting Corporation is composed of Ralph Weil and Arnold B. Hartley, now General Manager and Program Director respectively of WOV; N. Joseph Leigh, in the lithography and color photography business in New York; Charles B. McGroddy, a New York attorney, and O'Dea. Leigh and O'Dea will hold 51 2/3 and 33 1/3% respectively of the common voting stock.

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#### ARMSTRONG ONE OF FIRST TO GET RADIO MODEL NAMED AFTER HIM

Probably the first radio set model named after its inventor is called by Zenith "The Major", an FM table model dedicated to Major Edwin H. Armstrong, Professor of Electricity at Columbia University, and inventor of frequency modulation.

"The set, listing at a new low price of \$39.95, has a sensitivity of about 10 microvolts, which makes it much more sensitive than any home FM radio receiver heretofore manufactured", H. C. Bonfig, Zenith Vice President said.

"The Major" was previewed at the industry's FMA Clinic in New York recently by Major Armstrong, who declared: "This is a milestone that will revolutionize FM broadcasting."

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#### GENERAL STRIKE BLAMED FOR AMERICAN CABLE & RADIO LOSS

Gross operating revenues of the American Cable & Radio Corporation declined from \$21,314,942 in 1947 to \$20,193,233 in 1948 (a decrease of \$1,121,709) and operating expenses declined from \$23,543,345 in 1947 to \$22,259,983 (a decrease of \$1,382,362). The year 1948 showed a consolidated loss of \$1,608,758 compared with a loss of \$2,075,999 in 1947 (which was reduced by tax credit to \$1,525,999).

"In our last annual report", Kenneth E. Stockton, American Cable & Radio System stated, "we pointed out the serious effect which deficit operations during the past three years have had on the cash position of the System. Since December 31, 1947 cash and government securities located in the United States have decreased from \$4,161,455 to \$3,285,908 on December 31, 1948, of which \$166,000 and \$384,000, respectively, represented blocked bank deposits of our Argentine subsidiary. The balances held abroad subject to local exchange restrictions declined from the estimated equivalent of \$2,711,509 on December 31, 1947 to \$2,519,307 on December 31, 1948.

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ADMIRAL ELLERY W. STONE, I. T. & T., NEW FARNSWORTH SKIPPER

Admiral Ellery W. Stone will soon assume his added duties as President of Capehart-Farnsworth Corporation, newly-formed and wholly-owned subsidiary of the International Telephone and Telegraph Corporation, to which he was elected last week.

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

The following officers were also elected with Admiral Stone: David R. Hull, Executive Vice President; Philo T. Farnsworth, Vice President; Henry C. Roemer, Vice President; William Clausen, Vice President; P. H. Hartmann, Treasurer; W. F. Hoeppner, Comptroller; Chester H. Wiggin, Secretary and Assistant Treasurer; Dudley M. Day, Assistant Secretary; C. Douglas Webb, Assistant Secretary; John J. Brosnan, Assistant Treasurer; Edmond H. Dufau, Assistant Treasurer; and Roy H. Workman, Assistant Comptroller.

Edwin A. Nicholas, former President of Farnsworth Television and Radio Corporation, will act as Assistant to the President.

The Board of Directors of the newly-formed corporation is as follows: Sosthenes Behn, George Everson, Philo T. Farnsworth, William H. Harrison, Charles D. Hilles, Jr., David R. Hull, Edwin A. Nicholas, Henry C. Roemer and Ellery W. Stone.

Captain Hull is Assistant Technical Director of the International Telephone and Telegraph Corporation. Prior to joining the IT&T System in 1948, he was engaged in radio and electronic research work for the U. S. Navy since his graduation from the U. S. Naval Academy in 1925. As Assistant Director of the Naval Research Laboratory at Washington, D. C., and later as head of the Design Branch and Deputy Director of Electronics of the Bureau of Ships, he played a vital role in perfecting the latest radar and electronic techniques for use by the U. S. Navy during the war. From 1933 to 1940 Captain Hull directed research activities in the fields of sonar and radar. He also initiated programs for the Fleet tactical radio telephone communications in the Very High and Ultra High Frequency ranges. In his most recent assignment, that of Assistant Chief of the Bureau of Ships for Electronics, he was responsible for the entire Navy electronic program, including research, procurement and installation.

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## LEWIS ALLEN WEISS ELEVATED TO DON LEE CHAIRMANSHIP

Lewis Allen Weiss, President of the Don Lee Broadcasting System of Los Angeles, was last week advanced to Chairman of the Don Lee Board. Until recently, Mr. Weiss had served as Board Chairman of the Mutual Broadcasting System, the only one from the West Coast ever to serve in that capacity.

At the same time of Mr. Weiss' elevation to the chairmanship of Don Lee, Willett H. Brown, current Executive Vice President, was elected to succeed Mr. Weiss as President. Other new Don Lee officers elected, and their posts are: Donn B. Tatum, Vice President and General Counsel; Ward D. Ingrim, Sales Vice-President; Pat W. Campbell, Station Relations Vice-President; William D. Pabst, Vice-President and Manager of KFRC in San Francisco; and C. J. Marshall, Assistant Secretary-Treasurer.

Mr. Weiss is an old timer in the broadcasting business and is credited years ago with thinking up the idea of Will Rogers using an alarm clock to keep the great comedian on time in his broadcasts. A sketch of the new Don Lee, Chairman, which appears in the 1948-49 "Who's Who in America" follows:

Weiss, Lewis Allen, business exec.; b. Chicago, Ill., May 8, 1893; s. Joseph Ignatius and Regina (Buchs) W.; student Kent Coll. of Law, 1912-15, U. of Southern Calif., 1926-29 (extension course in advanced economics); m. Sue C. Stephenson, April 22, 1922; 1 dau., Patricia Sue (wife of Lt. Albert S. Hart, U.S.N.). Chmn. bd. dirs. Mutual Broadcasting System; dir., vice pres., gen. mgf. Don Lee Broadcasting System, Pacific Northwest Broadcasting Co.; pres., dir., Calif. Broadcasters, Inc.; Mem. Los Angeles Airport Commn. Served as capt. 4th U.S. Cavalry, 1915-19. Mem. Los Angeles Chamber of Commerce (vice pres.), Hollywood Chamber of Commerce, Merchants and Mfrs. Assn. (dir.), Mil. Order of the World War Television Broadcasters Assn. (dir. 1944-45), Delta Theta Phi, Alpha Delta Sigma. Clubs: Los Angeles Rotary (dir. 1943-45), University (Los Angeles); Beverly Hills.

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## WINCHELL SAYS HE'S GETTING \$650,000 FOR KAISER-FRAZER PROGRAM

"My fee (net)", says Walter Winchell, "is \$650,000 in 1949. For '50 it is \$715,000." So he wrote Editor & Publisher last week, in correction of a statement that he was getting \$520,000 a year for his Kaiser-Frazer radio program.

Editor & Publisher's report, was based on the announcement last Summer, when he parted with Jergens, that ABC had signed a contract guaranteeing him \$520,000.

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## FCC ORDERED TO MODIFY RULE ON MONOPOLY

The Federal Communications Commission has been ordered by the U. S. Court of Appeals in Washington to modify application of "the newspaper issue" to radio station applicants, and go beyond the question whether grant of a license would create joint ownership of newspaper and radio in the single community of operation.

The Court reminded that a rival applicant's ownership of press and radio facilities elsewhere in the area can affect the question of competition in news dissemination.

FCC had denied the application of Plains Radio Broadcasting Co. for a license on the ground that contrary action would give all radio and press ownership in Lubbock, Texas, to the same parties. It granted a permit to the competing applicant, Lubbock County Broadcasting Co., whose owners have financial interest in broadcast stations at Brownwood, Waco and Austin, and newspaper holdings at Brownwood, Del Rio, and Lamesa, Tex.

The Court's decision states: "It seems to us that in considering the public interests in the maintenance of competition in the dissemination of news, the Commission cannot select the one fact that one applicant is the owner of the town's only newspaper and ignore the fact that the other applicant is directly related to several newspapers and radio stations in the general section of the country (although not in this immediate community).

"A concentration of news dissemination by a chain of stations over an area would seem to us to be a factor in a comparative valuation from the standpoint of competition in news dissemination. We think that the Commission must weigh pro and con the facts as to each applicant upon the subject which it deems material in a comparative evaluation. It cannot select and assert as material the pertinent characteristics of one applicant and ignore the related features of the others."

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## CLAIMS TV EMPLOYS 10% AS MANY AS ENTIRE RADIO INDUSTRY

Television, with only 57 stations on the air, currently employs approximately 10% as many full-time persons as does the total AM-FM broadcasting industry, the National Association of Broadcasters claimed this week.

In a survey of television employment and wages conducted by Richard P. Doherty, NAB Director of Employee-Employer Relations, it was also found that the regular staff of 57 television stations, including networks, aggregated 3,456 full-time persons and approximately 1,000 part-time and free-lance individuals, as of February, 1949.

"If the staffs of stations now preparing to 'go on the air' in the near future are added, the total television employment among stations and networks will approximate 4,000 persons. In addition, a considerable number of free-lance actors, singers and other talent are employed directly by agencies", Mr. Doherty said.

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WARNERS STILL DESIRE KLAC, L.A. WOULD RESELL TO RALPH ATLASS

Warner Brothers still seeks to buy the Los Angeles television station now licensed to Mrs. Dorothy Thackrey, attorney John P. Southmayd told the Federal Communications Commission last Friday. Although he could not explain the apparent withdrawal from the purchase agreement voiced last month in Hollywood by Harry M. Warner, Southmayd wrote that his client, Warner Brothers Pictures, Inc., has authorized him to advise the Commission it "intends fully to comply with its agreement" to purchase KLAC-TV, along with standard broadcast stations KLAC, Los Angeles, and KYA, San Jose, Mrs. Thackrey has agreed to wait until August 1, Southmayd said, according to Hollywood Reporter.

Again early favorable action by the FCC was asked, with Warners ready to take title to the stations for \$1,045,000 and then to turn over KLAC to Ralph Atlass of Chicago on another sales contract negotiated pending approval of the Warner Brothers buy.

The FCC has held up approval pending determination whether Warner Brothers is qualified to hold broadcast and TV licenses in the light of its record of anti-trust violations.

It was recalled that the FCC kept its eye on Department of Justice negotiations with Paramount for a consent decree this past Winter, announcing its intention to go into the anti-trust angle as it affects the major companies at the right psychological moment, so far as the Justice Department negotiations are concerned. It has been suggested, although not confirmed, that this was more than mere coincidence.

It is also suggested that there may be no final commission decision on the anti-trust angle until the New York court judgment in the case of Warners, Loew's and Fox has been handed down - and perhaps not then if the case seems destined to go back to the Supreme Court.

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FRENCH GIFT TO BBC IN APPRECIATION OF WARTIME BROADCASTS

The French flag flew over Broadcasting House, London, when at a recent ceremony a Lurcat tapestry was presented to the British Broadcasting Corporation by M. Rene Massigli, the French Ambassador, on behalf of the French Government, in recognition "of the help and comfort the London radio offered in the dark days of occupation."

The gift was accepted by Lord Simon of Wythenshawe, Chairman of the BBC governors, who referred to the cooperation still existing between Britain and France. Sir William Haley, the Director-General of the BBC, also spoke in French.

Similar gifts have already been made to the BBC. A beautiful and unique vase was presented by the Speaker of the Danish House of Commons on behalf of listeners in Denmark. The people of Holland subscribed for a plaque which was unveiled in Broadcasting House by the Netherlands Ambassador.

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## ASCAP-NAB TELEVISION MUSIC ARBITRATION PLANS STYMIED

Negotiations between the American Society of Composers and the National Association of Broadcasters Television Music Committees struck a snag last week when the latter refused to consider a proposal by ASCAP to submit the dispute to a three-man arbitration board. Deadline for use of ASCAP music on television is June 1.

ASCAP proposed to the NAB that rates for the use of its members' musical compositions on television be fixed by a Board, of which the member representing the public be named by the Hon. Tom C. Clark, Attorney General of the United States.

In a letter to Robert P. Myers, Chairman of the Television Music Committee of the National Association of Broadcasters, Fred E. Ahlert, President of ASCAP, urged that a three-man Board of Arbitration to fix licensing rates be set up not later than June 1, 1949. One member of this Board would be named by ASCAP, one member by the NAB, and the Attorney General of the United States would be invited to name a third neutral member, representing the public.

Previously, on April 20, ASCAP had proposed that licensing rates be fixed by arbitration for the 18-months period after January 1, 1949. This offer was declined by the NAB. In renewing the offer last week, Mr. Ahlert said that if the NAB still refused to arbitrate for the 18-months period, ASCAP would be willing to arbitrate for the 9-month period from June 1 to October 1.

Mr. Ahlert proposed that "the intervening period between May 6 and October 1, 1949, be utilized by both parties in continual, earnest effort to achieve a mutually satisfactory agreement covering the balance of the period under discussion.

Mr. Ahlert said the Television Industry has proposed that ASCAP composers and authors and their publishers allow the use of their music at rates far below those applicable to radio. The net effect of the NAB offer, Mr. Ahlert said, would be a 58% reduction for television networks, and a 40% reduction for local television stations, below the already low rates currently being enjoyed by the Radio Industry.

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## 34,100 TV SETS IN THREE CITIES - CINCINNATI, DAYTON, COLUMBUS

May 1 television set estimates for Crosley-station areas in Cincinnati, Dayton and Columbus total 34,100, according to figures released by the stations' Research Department.

The breakdown is as follows: WLW-T Area (Cincinnati) - 23,000; WLW-D Area (Dayton) - 5,300; WLW-C Area (Columbus) - 5,800; Total for all three areas - 34,100.

In Cincinnati, 1,780 public places are listed as having television sets and in Dayton and Columbus in about the same proportion.

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NATIONAL STANDARDS BUREAU LAB. DEDICATED TO RADIO INVENTOR

Dr. Edward U. Condon, Director of the National Bureau of Standards, last week in Washington, dedicated the Bureau's Ordnance Laboratory in memory of Harry Diamond, wartime chief of the Electronics Division, who died last June.

Dr. Condon, who was joined in the ceremonies by ordnance chiefs of the military services and by Secretary of Commerce Charles Sawyer, unveiled a memorial plaque to Diamond, whom he called one of the Government's most brilliant scientists. Mr. Condon disclosed that funds were available, from voluntary contributions by friends and associates of the late inventor to establish an annual Harry Diamond Award in the fields of electronic physics and engineering, to be made by the Institute of Radio Engineers.

After the brief program in front of the building, several hundred persons visited the Harry Diamond Ordnance Laboratory, as it was named, to view the devices whose development brought many honors to Diamond, one of those who developed the radio proximity fuse; also the radio sonde weather balloon.

The building was on public view, with the exception of a few roped-off rooms, for the first time since it was built by the Army in 1945 for ordnance research, which was directed by Diamond.

Another plaque, unveiled in the conference room of the laboratory, lists the principal accomplishments of the late electronics expert. In ordnance, they include besides the famous radio proximity fuse of World War II, the electronic bomb director and guided missile development.

His developments in aircraft radio between 1927 and 1935 included the first blind landing system, radio beacons, aircraft antenna designs and others. He also was honored in meteorology for his radio sonde weather balloon and automatic weather station.

Secretary Sawyer, who listed many of Diamond's achievements, said he was "an exceptional administrator as well as scientist."

Mr. Gen. E. S. Hughes, Army Chief of Ordnance, said the laboratory and its scientific staff are "excellent examples of that collaboration between civilian and military personnel which is essential to military strength."

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TRUMAN NAMES COY DELEGATE TO PARIS TELECOMMUNICATIONS MEET

President Truman yesterday (Tuesday, May 10) formally named Federal Communications Commissioner Wayne Coy as Chairman of the United States delegation to the International Administrative Telephone and Telegraph Conference of the International Telecommunication Union meeting in Paris May 18th.

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::: SCISSORS AND PASTE :::  
::: \_\_\_\_\_ :::

And Now We Have The Closed Television Circuit  
(Jerry Walker in "Editor & Publisher")

"Ten minutes - all quiet on the floor!" commanded the stage director.

So this is how it's going to be, we mused, waiting for the cue that would set off our interview via television with Mark Woods, President of the American Broadcasting Co.; Roy E. Larsen, publisher of Life and Time, and Richard de Rochemont, producer of the March of Time.

"Don't forget, gentlemen, this is a First in Television. . . the first preview-press interview on a closed circuit."

Here we were, representing the press of the country in a "mass interview" with the men responsible for putting General Eisenhower's "Crusade in Europe" into film for television audiences. On the other ends of the tentacles of the coaxial cable were members of the press in a dozen cities where ABC has affiliated TV stations. They could see and hear but couldn't speak up, except by wiring questions to us before the show began. We'd put them to the principals.

The "galleries" in the studio were loaded now, with members of the New York press, executives from Time and Life, vice-presidents from Young & Rubicam agency. Some may not have suspected we had already rehearsed our questions and answers. Messrs. Woods, Larsen and de Rochemont certainly knew we had. They relaxed, as only one can relax under the Kliegl Bros. equipment.

Art Donegan of ABC slips us a last-minute question, wired by Milton Widder of Cleveland (O.) Press. "Why was the fact of the Maginot Line defeat at Sedan left out of both narration and picture in Crusade in Europe?"

This is fun, we thought. Mr. de Rochemont will have to think fast on that one! And he does! He explains very plausibly that his films, from official sources, illustrate only General Eisenhower's book. He displays a thorough knowledge of the battle. No fun, so on with the "planted" questions.

Suddenly the director makes frantic gestures in front of us as though he's cutting his throat. We get it. No time now even to say "Thank you, Mr. President." It's get the h . . . over with it and fast.

No phone calls from fans. This was closed circuit.

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Claim Good Bets Overlooked By-Passing Radio Program Ideas  
("Variety")

Program toppers at the nets are reporting that independent package producers, are flooding the market with tele ideas and overlooking the great need for new AM stanzas. Survey of web program departments reveals, that dozens of suggestions for new TV shows are received every week, while ideas for standard radio packages have been cut to a mere trickle.

As one program director puts it, "the boys' infatuation with TV is understandable, but not realistic. Tele is already crowded for time, while AM has lots of room and facilities to try something new. In addition, AM is really hungry for new ideas - to help find a formula in the period of TV's boom."

AM stations without video outlets are saying, "we're still in business, but the river of ideas that used to flow past our door seems to have dried up."

Interesting point, the programmers note, is that the over-emphasis on TV is an error of the professional radioite. The amateurs, who sends in ideas by the dozens, are still going strong for AM. But, it's felt, the amateurs' suggestions are generally worthless.

TV is also attracting a new kind of amateur, according to chiefs of new program departments. Celebs from every field - doctors, lawyers, ballplayers, actors, cafe-owners, brokers and so on - have been stricken with TV-it is, and are sending in ideas for teleshows by the mailbagful.

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#### Artists' Language Arouses BBC Listeners; Churchill Mentioned (*"Washington Post"*)

Several million startled radio listeners heard the annual Royal Academy of Art banquet nearly break up in disorder recently in London when the society's president, Sir Alfred Munnings, attacked modern art in a peppery uncensored speech.

Flanked by such dignitaries as Winston Churchill, Field Marshal Viscount Montgomery and the Archbishop of Canterbury, the 71-year-old Munnings, who specializes in painting of horses, punctuated his speech over BBC with such phrases as "by God", "by heavens" and "damned", the United Press reported.

When he mentioned disapprovingly the works of French impressionist painter Henry Matisse, angry shouts and table-pounding interrupted him.

Sir Alfred cried, "I hear other members interrupting me. I am the president and I have the right to speak. I shall not be heard next year, thank God."

BBC's switchboard was swamped with calls protesting Sir Alfred's language and the banquet's rowdiness.

Sir Alfred said, "Not so long ago Mr. Churchill and I were walking together. Mr. Churchill said to me, 'Alfred, if we saw Pablo Picasso (another impressionist) coming down the street would you join me in kicking him hard in a certain part of his body?'"

"I said, 'By God, I would, Winston.'

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#### New Tube Has "Memory" (*"Radio Age"*)

Radar signals or oscilloscope traces, which occur in less than a millionth of a second and which remain in view only a few seconds on fluorescent screens, can now be "stored" for more than a minute by a new electron tube that has "visual memory".

The tube, called the Graphechon, is based upon the discovery that certain materials may be used both as insulators and conductors of electricity. It was described by Louis Pensak, research physicist of RCA Laboratories, Princeton, N.J. The first major use of the tube will be in Teleran, the television-radar air navigation system under development by RCA.

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5/11/49

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::: TRADE NOTES :::  
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Station WOL in Washington, D. C., said it had released three of its personnel from the station's staff as an economic move. Officials of the station, said the three are disc jockeys, Mike Hunnicutt and Bob Knight, and sports director Bill Brundige. Brundige, however, will continue on the station as a free-lance sports announcer doing two daily shows, they said.

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Television is being widely used by the Army to watch the disassembly of high-explosive missiles by remote control behind concrete barricades.

An announcement by the National Military Establishment disclosed last week that television cameras were in use at seven Army Ordnance ammunition disassembly plants and six more were being prepared for their use.

The camera is focused for a close-up of the work under way. It would be the only casualty in case of an explosion at that point.

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These were listed at the annual meeting last week in Washington of the Acoustical Society of America, by Dr. Harry F. Olson of the Radio Corporation of America.

He said there are 35 million telephones, 10 million public address systems, 25 million phonographs, 80 million radio sets and 1 million television sets.

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Stewart-Warner Corporation - March quarter: Net profit, \$404,292 or 31 cents a share, compared with \$902,094 or 70 cents a share, last year.

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The first Westinghouse television console with a sixteen-inch picture tube features a novel picture tube mounting to assure a wide-angled view of the 126-square-inch viewing screen at eye-level and to maintain cabinet symmetry.

"Most large picture television console cabinets are thrown out of proportion because of the increased depth dimension necessary to accommodate the 22-inch long video tube", J. F. Walsh, Sales Manager of the Home Radio Division, said. "Our designers have avoided this unbalance by installing the tube vertically in the console on a special mount so that the large screen can be rotated manually into a vertical position."

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Dumont's television station WTTG, which had been transmitting from the Harrington Hotel in Washington, D. C., has started using its new transmitter in Arlington.

WTTG is using a temporary low-power transmitter until the main transmitter equipment can be set up in Arlington. The move will take about a week.

Most video set owners should have aerials readjusted, engineers advise. But owners of sets with portable aerials need only tune to the WTTG channel, then rotate the aerial base until they get the best image.

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# HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, Editor

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May 18, 1949

## SENATE SEEN SURE TO O.K. NEW U.S. RADIO, TV LAB; WORLD'S FINEST

Despite the delay occasioned by the bill having been introduced by Senator Wallace White (R), of Maine, just before the adjournment of the last Congress, it is believed since the measure has been re-introduced by Senator Edwin Johnson (D), of Colorado, Chairman of the Senate Interstate Commerce Committee it will not be long now until things really begin taking shape to provide Uncle Sam with the world's finest radio, radar and television laboratory. Senator Johnson's bill, which is the same as Senator White's, provides for an appropriation of \$4,475,000 as a starter for the structure and apparatus to be an addition to the Central Radio Propagation Laboratory at the National Bureau of Standards in Washington.

An identical bill has been introduced in the House by Representative Robert Crosser (D), of Ohio, Chairman of the House Interstate Commerce Committee and has the endorsement of the Federal Works Agency, Federal Communications Commission and National Military Establishment, including its Research and Development Board.

The security of Washington as location for a proposed radio research laboratory was questioned by the Senate Commerce Committee. Senator Brewster (R), of Maine, said the project should be in a low-population area where there is less chance of details about the highly secret work leaking out.

The laboratory tentatively would be set up at the Bureau of Standards, where guided-missile techniques and other factors of electronics would be studied.

Activities of the Central Radio Propagation Laboratory now are scattered among four different buildings at the Bureau of Standards, with some functions carried on at three locations in Virginia, and Maryland. A centralization of these activities is contemplated under the pending plan.

One of the purposes of the Central Radio Propagation Laboratory setup in its present "inadequate" building in 1918, is to provide experimental and theoretical work on radio standards, measurements and radio propagation.

Another announced purpose is radio research and information service to the public and to the Government, including periodic forecasts of conditions affecting radio transmission and reception.

Such information, advisors said, was of particular value to commercial air lines and of "vital importance" to the armed forces and to the development of defense weapons.

Another purpose of the new building, the cost of which will surely soar above \$5,000,000, will be to provide a single structure to take care not only of the present personnel but to the fast growing technical staff which will be enlarged by more than 100 people within the next year or so.

William C. Foster, Acting Secretary of Commerce, stated to the Senate Committee:

"The proposed new laboratory would have a total of 1,700,000 cubic feet distributed as follows: 629,000 for measurement standards research, development, and testing work, with special facilities such as screened rooms, development shops, space on the roof for measurements free from wall reflections, and full development laboratory facilities; 280,000 for all the radio propagation data coordination, centralization, analysis, predictions, publication, and information services; 280,000 for basic research and analysis of propagation phenomena at all frequencies, including work on utilization of frequencies and special frequency allocation studies; 435,000 for experimental propagation research and development, carrying on the work that has been done by other agencies during the war and which made the United States a leader in the field, and 76,000 for administrative activities.

"This laboratory building will require a number of special features which will materially increase the cost of the structure over the average office building of this size. It will be necessary to shield electrostatically approximately one-third of the area of the building above the ground in order to protect the low power measurements from the large fields created by some of the other activities in the building and elsewhere on the Bureau grounds. These rooms would require local temperature and humidity controls in addition to the general air conditioning of the entire building.

"Another special feature of the building is the necessity for a copper roof. Since an antenna transmits not only the direct waves but also a mirror image of this direct wave reflected from the ground beneath, this ground must be of highly conductive material. It will be necessary to cover the copper roof with a protective tile wearing surface because there will be considerable laboratory activity on the roof. This places additional weight on the roof, requiring that the total structure be strengthened all the way to the basement. Because much heavy equipment will be carried to the roof, it will be necessary for the freight elevator to extend an extra floor.

"In the subbasement vaults will be installed with special air-conditioning and temperature-control equipment to house the crystal clocks which are the basis of the national primary standards of frequency.

"On the basis of the present level of construction cost, it is estimated that the radio laboratory building will cost \$4,475,-000, of which \$4,115,000 is the cost of construction and installation of utilities and \$360,000 is the cost of equipment. In view of anticipated fluctuations in construction costs, it is difficult to know exactly what the actual cost at the time of construction will be. A limit of cost determined by the prevailing price might prove excessive or inadequate when the construction contract is finally negotiated."

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PEG AGAIN THROWS BRICKBATS AT ELMER, FDR, OTHER OLD FRIENDS

Not heard from lately on his favorite subjects of commentator Elmer Davis, the Federal Communications Commission, and the late Franklin D. Roosevelt, Westbrook Pegler made up for lost time last week. Mr. Pegler in his letter distributed to a large number of newspapers by the King Features Syndicate, wrote, in part:

"The School of Journalism of the University of Missouri invited Elmer Davis, a 'radio news analyst', to lecture the students during journalism week. Such an invitation implies that the person so honored is a man or woman of distinction in some department of journalism.

"To say that Davis, as a reporter, ever rose to the peak of mediocrity except in rare flashes of inspiration would be to burlesque the facts and subject his work to cruel and unnecessary inspection.

"In ancient days he did the 'humorous side' of the World Series for the New York Times and the fact that he did it superbly, for the Times, will convey to knowing journalists a suggestion of the stilted roguishness of an English comedian talking American slang.

"He next appeared as a radio 'analyst' and had a remarkable success which was due almost entirely to the crackle of his vocal cords, and not the virtue of his text.

"Davis spoke in a crackling voice which sounded like a brush fire and in an indifferent way which intimated that he didn't give a darn what anyone thought of the news or of him. It was artful medicine.

"But when this country got into war, Davis became Chief of the Office of War Information, a propaganda bureau of such awful cynicism that the American people were stunned by its effrontery, although a few ethical journalists made token protests for the record.

"The OWI became a hideout for privileged, intellectual, New Deal cowards and Communists. To justify the use of the Communists, explanations came now and again that they were experts of the suavest guile in angling news and songs for the ear of the captive millions back of the Siegfried line.

"Be that as it may, and it was not necessarily so, Davis achieved his only distinction as master of a crew of unconscionable deceivers whose avowed and principal purpose was to manipulate information for the Roosevelt administration which brought the OWI into being for its own purposes.

"The undergraduates of Missouri are too young and short of experience to have known what sort of fellow this was who had the effrontery to speak on 'Reporters and Prophets' and to say that the four 'prime qualities' of a reporter are industry, knowledge, common sense and humility.

"To be sure, industry is admirable and the next two virtues are all right. But humility is no asset to a reporter who has just been told by F. D. Roosevelt to go stand in a corner under a dunce-cap or who has just been handed an iron cross.

"Humility was the trait that all that tireless cult of New Deal corruptioneers most desired in reporters. The fact that they paid off the humble ones in news breaks and mock jobs for their dependents does no honor to Elmer Davis in adjuring the students to gutlessness.

"Actually, the school of journalism makes a mistake in teaching radio broadcasting as a form of journalism. It is a venal and captive means of communication without ethics or principles and the servant of the bureaucrats who happen to rule the Federal Communications Commission at the moment.

"The Commission has been a servant of the Roosevelt and Truman administrations ever since 1933. It has persecuted the few men of character who have tried to be truthful.

"All the while it has been controlled by the relentless power of the invisible government of the Frankfurter cult. Although many newspapers do own radio stations and do broadcast news bulletins, it cannot be said that radio is a legitimate relative of the profession of journalism.

"This incidental cohabitation implies neither degradation of the papers concerned nor uplift of the radio stations.

"All radio men must carry the yellow ticket of the FCC and in the case of Davis, late chief of the OWI, the professional separation from printed journalism is even more dramatic.

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#### BOOKSELLERS ASSN. PREXY DOESN'T SEE TV AS THREAT TO BOOK SALES

Television is no threat to the book business in the opinion of Robert B. Campbell, Los Angeles, President of the American Booksellers' Association, which met in Washington this week for a three-day convention. Eight hundred booksellers representing 48 States attended.

As a matter of fact, Mr. Campbell pointed out, a recent survey showed that television keeps people at home. While they are waiting for their favorite programs, they're very likely to pick up a book.

"When the movies first came in, they said it would eliminate the book business", Mr. Campbell said. "Then when they got the radio they said it would not only eliminate books, but teachers. If neither of them could do it separately, I don't think a combination of them will. There's no reason why television and the book business can't work together."

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WAYNE COY, FCC HEAD, MENTIONED AS MON WALLGREN "SUCCESSOR"

When President Truman threw up the sponge in the fight with Senator Byrd of Virginia and the Dixiecrats and withdrew the name of his friend Mon C. Wallgren, as Chairman of the National Security Resources Board, there was some talk that he might name Wayne Coy, now the \$10,000-a-year Chairman of the Federal Communications Commission. The job for which Wallgren was turned down pays \$14,000 a year, and pending legislation would boost the figure to \$20,000 a year.

For a long time Mr. Coy has been reported as leaving the FCC for something better financially claiming he was not able to support his family on the present salary.

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TRAMMELL SEEKS TO STRENGTHEN CHICAGO AS A TELEVISION CENTER

Niles Trammell, President of the National Broadcasting Company, soft spoken Georgian who came into radio fame by way of Chicago where for years he was head of the NBC works, let it be known this week that plans were under way to make Chicago a television center. Mr. Trammell announced the start of construction of a new television studio in Chicago as the first step by the network in expanding television facilities there.

"Chicago, which has played such an important role in the building of broadcasting in this country, will continue its importance in radio broadcasting and will become increasingly important as a center of television production", Mr. Trammell said. His announcement was interpreted by the New York Times as dispelling rumors that NBC intended to de-emphasize Chicago as a radio and television center.

In a more immediate future, Mr. Trammell revealed that NBC officials were considering the possibility of moving some of the network's radio sustaining programs to Chicago to relieve the excessive pressure on New York studios. The new Chicago television studios and other existing facilities there will ultimately be used to feed television programs east when westbound cables from New York are tied up", he said.

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NEW LIGHTWEIGHT TV PORTABLE TRANSMITTER PLEASES BRITISH

London reports an improved radio-link has been developed to transmit television pictures from the cameras to Alexandra Palace for broadcast. This equipment, which works on the extremely short wavelength of 4-1/2 centimetres, is now being tested, and exceptionally clear pictures free from all interference are at present being received over a distance of seven miles. There seems to be no reason why equally good results should not be possible at ranges of twenty miles, or even further. At these extremely short wavelengths, the aerial can be made to concentrate the radio waves into a very narrow beam, rather as a searchlight does. The transmitting and receiving apparatus is light and easy to carry.

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LYNNE M. LAMM, PIONEER RADIO WRITER, FRIEND OF HOOVER, PASSES

Years ago a newspaper man covering the Commerce Department had to write something on the subject of radio. He said to Lynne M. Lamm, one of the first radio news writers in this country, who died last week:

"I'm going to get a book and try to find out what this radio stuff is all about."

"Why bother with a book", Lamm replied. "If you want to know anything, all you have to do is to ask Terroll."

He referred to W. D. Terrell, first radio inspector in the United States who, along with Secretary of Commerce Herbert Hoover and a few clerks, were doing the work that the thousands in the Federal Communications Commission are now engaged in. Radio came under control of the Commerce Department through wireless on ships, and for years before there was a Radio Commission or a law, Hoover, Terrell and their little group grappled with the problem of its development.

Mr. Lamm became a close friend and personal adviser of Secretary Hoover and was one of a group of business paper editors who attended the regular "Hoover Dinners" at which the Secretary interpreted the effect of governmental activity on business. These sessions are credited with having been most helpful in Mr. Hoover's progress towards the White House.

And to show that he had not forgotten his old friend, ex-President Hoover wrote to Mr. Lamm only a few weeks ago to express regret at the latter's illness.

Mr. Lamm was also an adviser of ex-Senator Wallace White (R), of Maine, during the framing of the original radio act and the present communication law.

Lamm covered the news of the original Federal Radio Commission, the Chairman of which was Admiral W.H.G. Bullard, who suggested the organization of the Radio Corporation of America to keep certain valuable basic radio patents in the United States. Lamm also attended the memorable dinner given in New York to Marconi, inventor of radio by David Sarnoff and the RCA on Marconi's last visit.

He was also a friend of Averell Harriman, Secretary of Commerce, who gave him a perpetual fishing permit on the great Harriman Bear Mountain Park estate in New York.

Mr. Lamm was invited to join the Taishoff-Codel combination when Broadcasting was organized and for years served as Capitol correspondent for the National Association of Broadcasters' Bulletin.

During World War I, while serving as correspondent for a number of industrial periodicals, he became a close acquaintance of Bernard M. Baruch, then a member and later Director of the War Industries Board.

A native of Philadelphia, Mr. Lamm came to Washington as a young man, subsequently joining The Washington Post. He was in charge of the paper's real estate section for several years.

Mr. Lamm was a member of the Senate and House Press Galleries and of the White House Correspondents' Association. He had been a member of the National Press Club since 1912.

He was graduated from Manor School at Schippen Point, Conn., and attended Friends School in Washington. He was a member of First Church of Christ, Scientist, 1770 Euclid Street, N.W.

In 1913, he married Miss Edna Wakeham of Old Greenwich, Connecticut.

Besides his wife, Mr. Lamm is survived by his mother, Mrs. Dollie M. Lamm, and a son Donald, of the State Department, who was with Ambassador Joseph Grew in Tokyo when war broke with Japan and is now in the U. S. Consular Service stationed at Canberra, Australia.

R.D.H.

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#### TV WATCHES ITS STEP ABOUT USING ASCAP AFTER JUNE 1

Television listeners will hear little or no music controlled by the American Society of Composers, Authors and Publishers after this week on programs which are kinescoped for delayed showings on stations not connected by coaxial cable.

Since such programs, in many cases, are not shown until two weeks after the original performance, networks are playing safe and not scheduling ASCAP tunes in preparation for the eventuality that the agreement between the groups may expire on June 1, the New York Times explains. Local programs, of course, will continue to use ASCAP music up to the deadline.

Negotiations between the Television Music Committee of the National Association of Broadcasters and ASCAP were broken off on May 6. Meanwhile, representatives of the television networks and ASCAP met this week in Columbia Broadcasting System offices to discuss the negotiation of independent licensing arrangements.

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#### BELL SYSTEM TO DOUBLE NUMBER OF TV CHANNELS IN 1949

In 1949 the Bell System will double the number of miles of television network channels now available and will bring its network service to 13 additional cities, according to the Long Lines Department of the American Telephone and 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.

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NAB ADDS BROADCASTING AD BUREAU; MAURICE MITCHELL ITS NEW HEAD

A national Broadcast Advertising Bureau, designed to intensify promotion of broadcasting as a selling medium, was launched in Washington last week.

Director of the BAB will be Maurice B. Mitchell, for the past six months Director of the NAB Department of Broadcast Advertising.

With a budget three times as large as that employed by the old Department, Mr. Mitchell has been authorized to expand personnel and locate quarters in New York immediately.

The Bureau will be organized officially June 1, and at that time will supersede the Department of Broadcast Advertising. The latter has been one of the seven departments of the National Association of Broadcasters.

The new and enlarged Bureau, operating under policy direction of a special Board Committee and NAB management, will be located in New York.

The following general statement of principles was adopted for BAB's guidance:

"The Broadcast Advertising Bureau's purposes are:

- a. To promote the superior advantages of broadcasting as an advertising medium.
- b. To conduct a continuing educational campaign designed to improve the techniques of selling broadcast advertising.
- c. To expand the use of broadcasting as a medium for selling services and merchandise.
- d. To advance the profession of advertising generally as an essential part of our free enterprise economy."

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EX-SEN. WALLACE WHITE REPORTED RECOVERING FROM HEART ATTACK

Stricken last week with a serious heart attack and for several days on the critical list, former Senator Wallace H. White (R), of Maine, co-author of the present Communications Act, was reported by Dr. Paul Dickens as now out of the oxygen tent and steadily recovering.

Senator White, who is 71 years old, and was the dean of radio legislation in the Senate, is at George Washington University Hospital in Washington.

Only last Thursday night he was guest of honor at a dinner given by NAB President Justin Miller at which a plaque was presented to the Senator in recognition of his service to radio.

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Advance Release PMs Thursday, May 19

"SIX MILLION TV SETS BY 1951" - RMA PRESIDENT BALCOM

By 1951 there will be six million television receivers in operation in the United States, President Max F. Balcom of the Radio Manufacturers' Association said today in his annual report to members at the Stevens Hotel.

Speaking at the annual RMA membership luncheon toward the close of the "Silver Anniversary" convention of the Association, Mr. Balcom predicted that two million or more TV sets will be produced this year on top of a previous total industry output of about 1,200,000 television receivers of which nearly one million were manufactured last year.

While noting the recent decline in radio receiver production, Mr. Balcom said he does not share the belief that "radio is doomed".

"Rather, I feel confident that even with an assured and tremendous increase in television in the near future", he added, "radio will continue to provide a service for home entertainment indefinitely, especially so in the areas which, for technical and other reasons, cannot be reached by television in the near future."

The RMA president thanked Chairman Wayne Coy of the Federal Communications Commission for his "clarification of the issues involved in the proposed expansion of television broadcasting and his assurance to the public that TV service on the present VHF channels will not be disturbed and that consequently television receivers bought today will continue to give good service for many years to come.

"We recognize that extension of television service on a national basis to provide a maximum of service, impossible in the present limited lower frequencies, is necessary and we hope it will come in the very near future", Mr. Balcom continued. "However, neither transmitters, tubes, nor receivers for the future UHF, or ultra high frequency bands, in which the normal future extension of television service will appear, are now much beyond the laboratory and experimental stage and not probable for wide commercial or public application for at least several years."

"In addition to television, industry production of FM receivers also has rapidly increased for this new and better type of broadcasting reception. FM has been, of course, out-paced in public acceptance by television, but the future possibilities of FM, enhanced by the public acquaintance of television in which it is now largely used, offer large possibilities, but it is recognized, with difficult problems for our associates in FM broadcasting. There have been substantial price reductions recently both for FM and television receivers, to the benefit of the public and its increasing enjoyment of these two new public services."

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## G.E. INTRODUCES ITS LOWEST PRICED TELEVISION SETS

The lowest-priced table television receiver yet made by General Electric with a 12-1/2 inch picture tube, and the first G.E. consolette to use the same size tube, feature additions to the company's television line being made at Electronics Park, Syracuse, New York.

The new table set (Model 821) carries a suggested consumer's price of \$369.95 in the east, as compared with the previous receiver of this kind which listed for \$399.95, according to Walter M. Skillman, Manager of Receiver Division Sales for G. E. The consolette (Model 817) will list in the east for \$399.95, he said. Both sets, in hand-rubbed genuine mahogany veneer cabinets, also will be available in blond cabinets at slightly higher prices. Shipments are being made to distributors.

A feature of the new sets, in addition to price, is the company's "Daylight" picture tube which, Mr. Skillman explained, produces a picture 80 per cent brighter than conventional tubes operating under the same conditions. The consolette also features swivel sleeve roller casters concealed in the cabinet base to enable easy moving of the set about the room for appearance or viewing purposes.

The new receivers have the same chassis, with 17 tubes, one high-voltage tube-type and two selenium rectifiers in addition to the picture tube.

A separate circuit for each of the 12 active television channels insures the best possible reception of each signal merely by rotating the selector to the desired channel, Mr. Skillman said.

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## DEMOCRATS COMPLAIN TO FCC RE CBS DEWEY SPEED REFUSAL

Paul E. Fitzpatrick, Democratic State Chairman, this week filed with Wayne Coy, Chairman of the Federal Communications Commission, a formal complaint against the Columbia Broadcasting System for its refusal to provide the Democratic party of New York State with equal time and facilities to answer an address made over the State CBS network by Governor Dewey on May 2.

CBS held that Governor Dewey spoke in his capacity of chief executive in a report to the people of the State and not as a candidate for office, and therefore time for a reply was not indicated.

Saying that he regarded the Governor's speech as political, Mr. Fitzpatrick declared in a letter to Mr. Coy that the Governor's address contained at least seven statements of a controversial nature and one false statement detrimental to the Democratic party.

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AMOS 'N' ANDY SUED FOR \$300,000 FOR CHANGING TO COLUMBIA

William Morris agency filed Federal suit last week against the radio team of Amos 'n' Andy for a lump sum of \$300,000 or \$1,100 a week for seven years. Agency claims that the two had no right to switch from NBC to CBS at a sale income to themselves of \$2,000,000 since there was a prior contract between Morris and the pair.

Amos 'n' Andy contend that their contract with Morris had expired prior to their new deal with CBS and thus there was no hold on their services legally.

Agency contends that they would have earned \$1,100 a week for the continuation of Amos 'n' Andy services for sponsor Lever Bros. They further claim that the blackface team broke their contract with Lever, sold themselves to CBS who, in turn, arranged for Lever Bros. to sponsor them on the network. Morris requests a decision now on whether they are or are not entitled to the commission which would have come to them under the original manner of agreement between Amos 'n' Andy and Lever.

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CBS PAID ARTHUR GODFREY \$440,514 LAST YEAR

Arthur Godfrey, radio and television star, was paid \$440,514 last year by the Columbia Broadcasting System, reports to the Securities and Exchange Commission disclosed Tuesday. CBS broke down its payments to Godfrey as follows: As a "radio artist" \$258,450 and \$182,064.65 for "program services" and royalties on phonograph records.

The funnyman master of ceremonies topped the list of salaries paid performers by the network. News Commentator Lowell Thomas, however, was a close second with \$420,300. The salary figures showed CBS' President Frank Stanton, was paid \$109,798.

All payments for services included in the report cover income before taxes, SEC noted.

The American Broadcasting Co., whose report also was made available, paid its top performer \$180,229. The sum went to Don McNeill, star of the "Breakfast Club" program. Paul Whiteman, ABC's musical director and vice president, received \$145,316, while Mark Woods, the network's president, was paid \$75,000.

The National Broadcasting Co. and Mutual Broadcasting System reports have not yet been filed with SEC.

Other high-salaried CBS personnel included: John Reed King, announcer-producer, \$95,795; Tom Howard, comedian-writer, \$218,751; Ed Sullivan, commentator and master of ceremonies, \$53,550; Frank Cooper Associates, \$165,275.

ABC paid radio artist F. Allen Russel \$79,350; Commentator H. R. Baukage, \$32,233; Cal Tinney, \$20,800; Margaret Lynch, \$62,549; Allen Funt, \$78,625; and Ed and Pegeen Fitzgerald, \$57,969.

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## PHILCO QUARTERLY SALES OFF \$5,655,000

Sales of Philco Corporation in the first quarter of 1949 were \$53,006,000 as compared with \$58,661,000 in the first quarter a year ago, it was announced last Friday by William Balderston, President.

Net income in the first quarter this year was \$915,000 and was equivalent, after preferred dividends, to 49 cents per common share on the 1,678,779 shares outstanding on March 31, 1949.

In the first quarter a year ago, net income totaled \$1,959,000 after tax-paid reserves of \$600,000 for inventory and \$185,000 for future research and development work. This was equivalent to \$1.16 per common share on the 1,607,576 shares outstanding at the end of 1948, after preferred dividends.

"The sharp reduction in earnings in the first quarter of 1949 was the result of reduced television output while production was changed over to our new wide-screen models with expanded viewing area, the heavy costs absorbed in tooling up for and starting production of the entirely new 1949 line of refrigerators and freezers, and the more-than-seasonal decline in the radio business."

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## RADIO CENSORSHIP WOULD HIT PRESS, PICTURES, NAB TELLS BALT. COURT

"Any restriction placed upon the medium of radio broadcasting, will, in effect, constitute a restriction on the communication of ideas whether aural, pictorial or printed", and a violation of the First and Fourteenth Amendments to the United States Constitution, the National Association of Broadcasters said in a brief filed as amicus curiae with the Court of Appeals of Maryland.

The brief, filed by NAB General Counsel Don Petty, is submitted in connection with an appeal from an order of the Criminal Court of Baltimore City.

The order held appellant radio stations and a news commentator guilty of contempt of court for violating Rule 904 of the Supreme Bench of Baltimore City for broadcasting news releases issued by the Baltimore Police Commissioner concerning the apprehension and confession of Eugene James, who was later arraigned and convicted of murder.

The NAB brief concludes that Rule 904 is unconstitutional because it violates the First and Fourteenth Amendments of the United States Constitution; that the publication of the facts in the cases did not constitute a clear and present danger to the administration of justice; and requested that the judgments and sentences of the lower court be reversed.

The Baltimore cases involve the Maryland Broadcasting Co., Station WTH; James P. Connolly, WTH news editor; Baltimore Broadcasting Corp., WCBM; The Baltimore Radio Show, Inc., WFBR.

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::: SCISSORS AND PASTE :::  
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Still No Date Set For Consideration Of Carson, FTC Nominee  
(Marquis Childs in "Washington Post")

For 25 years in Washington John Carson nominated for the Federal Trade Commission has worked diligently and often effectively for social reform of a liberal-progressive nature.

He was assistant to the late Senator James Couzens, the Michigan motor millionaire who had surprisingly liberal convictions in view of his great wealth.\* \* \* \*

In 1937 he was appointed to the office of Consumers' Counsel of the National Bituminous Coal Commission. His work as defender of the consumer has been highly praised in a private study of the Commission, as yet unpublished.

Immediately upon Carson's nomination a smear campaign was directed against him. His public statements were combed over and remarks taken out of context to show that he held radical views and would be a threat to business on the Trade Commission.

What was not brought out was the fact that Carson is a faithful Roman Catholic. As the record shows, Carson has based his economic views largely on the encyclical of Pope Pius XI, called 'Quadragesimo Anno', and on the interpretations of that encyclical by the Rev. Wilfrid Parsons, S.J., professor of sociology and politics at Catholic University.

In housing, in rural electrification and in other fields where Government assistance is approved, Carson has repeatedly urged the cooperative solution. He has frankly expressed the view that cooperatives are the alternatives to some form of statism - communism or fascism.

In the attack on Carson it was said that he was named as a Republican to the bipartisan Federal Trade Commission. He was named as an independent and not as a Republican, and there are indications that President Truman intends to find such independents for all vacancies that, under the law, must be filled by appointees who are not Democrats.

The tipoff to the opposition came in a revealing remark in a release from the National Association of Manufacturers: "He (Carson) is energetic and would be expected to become very active as a member of the Federal Trade Commission in pushing investigations into business affairs." It just so happens that one of the chief functions of the FTC is to protect the consumer from monopolies and unfair trade practices.

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Kept Durr, Ex-FCC Commish, Pretty Well Sidetracked At Columbus  
("Variety")

Slight tremor shaking the Columbus Institute ivory tower this year could be traced to remarks of Clifford J. Durr, erstwhile FCC Commissioner and now practicing law in Washington, during the General Session for which he acted as moderator. Possibly skittish about giving Durr too much free rein for expression of his Jeffersonian idealism, the Institute resolved the dilemma by assigning him to

a "safe" topic - the radio campaign against VD, apparently more respectable as parlor conversation this season than the civil liberties problems Durr had on his mind.

Tall, stooped, mild, somewhat Lincolnesque in humor and demeanor, Durr was named a "life member" of the IER last year, and is a popular figure with educators. As one of them pointed out, he was virtually the sole participant of this year's meet who dared kick the IER ostrich in the tail feathers.

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#### FCC Doesn't Get Excited About Long Distance TV Bounces ("Washington Star")

You may get momentary flashes of a good television show from a Texas station, but you can't get Federal Communications Commission engineers excited about it.

"Pshaw", they'll pshaw, "it is merely reception refracted from the troposphere."

Actually, FCC has had reports of television reception from unheard-of distances, such as the letter from a doctor in Lancaster, Pa., who wanted to know where Station KLEE was telecasting. The station is located in Houston, Tex.

The normal range of television is about 50 miles - or to the horizon.

In scattered instances Washington receivers have picked up clear, but brief, images from stations hundreds of miles away, the FCC's engineers said, but "it is fluke transmission."

The long-distance bounce of signals may result from a cloud formation 1 or 2 miles up which shoves the impulses back to earth again. Then again it could also be "a wave guide trap", in which the signals, instead of being absorbed, bounce back and forth "like they're in a barrel", one engineer explained.

Wartime radar picked up many such freak receptions, when a ship or plane's radar screen would pick up a coast line thousands of miles away.

The FCC is stirred only a little by such reports, particularly when its engineers recall a little radio mixup some time ago. The Civil Aeronautics Administration complained to FCC of interference with safety radio systems in aircraft on the West Coast.

Monitors finally traced the interference to Pottstown, Pa., where a furniture factory was using an electronic device to dry glue.

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#### Courts Might Whack Giveaways; Public Interest Continues ("Variety")

The Federal Communications Commission proposal to abolish giveaways would have tough sledding in the courts on the basis of lottery law violation, but might well be justified on broad considerations of "public interest", according to an article just published in the Law Journal of Georgetown University.

Written by Leonard Marks, Washington radio attorney and a former Assistant General Counsel of the FCC, the article declares that "ample justification exists" for banning the giveaways on public policy grounds, "despite the absence of formal requirements to meet the strict legal lottery tests."

(Continued on Page 16)

::: TRADE NOTES :::

A new emergency use was found for radio in the Holland Tunnel explosion in New York. An early fear was that the tube might collapse and allow the water from the North River to pour in.

Quick thinking caused a radio message to be sent to the Fireboat "New Yorker" at the Battery to patrol that part of the river just over the tube and watch for air bubbles on the water's surface which would be the first indication that the tube was leaking.

Fred E. Ahlert, President of the American Society of Composers, and Rodgers and Hammerstein, composers and authors of "South Pacific", New York smash hit, "Oklahoma", etc., will be luncheon guests at the National Press Club in Washington, Thursday, May 24th.

Distributors in Columbus, O., state they have moved 1,667 television sets to dealers in a 19 day period, bringing to 5,391 the total number of sets moved to retail outlets by May 2.

The rapid growth in the number of television sets was between April 13 when 3,724 sets were reported, and the May 2 figure of 5,391 sets.

An estimated 400,000 radio receivers were sold in Australia during 1948. Approximately two-thirds of the number sold were for replacement. Licensed radio receivers in use numbered 1,755,570 on December 31, 1948.

A total of 500 workers have been added to its payroll in the past ninety days by the Tele-tone Radio Corporation, which estimates that an additional 300 to 400 persons will be put on the assembly lines in New York within the next few months.

The Garod Electronics Corp., of Brooklyn, announced Monday a new line of low priced television sets, including a table model with 16-inch tube and 135 square inches of picture for \$349.95.

Other sets representing new lows in the company's line included a 10-inch table model with 61 square inches of pictures for \$199.95 and a 12-1/2 inch set with 91 square inch screen for \$239.95.

The Columbia Broadcasting System's television network was increased to 39 stations last week with the signing of WMBR-TV, Jacksonville, Fla., as a full primary affiliate.

Production of radio receivers in Argentina during 1948 was estimated at 150,000 sets by the Department of Commerce. Approximately 1,600,000 radio receivers are in use.

C. E. Arney, Jr., NAB Secretary-Treasurer, has been appointed Secretary to the 1949 Committee on Radio Broadcasting of the Advisory Council on Federal Reports, the National Association of Broadcasters announced Tuesday (May 17).

The Committee is charged with advising the Bureau of the Budget on reporting procedures, mainly Federal Communications Commis-

sion questionnaires, issued to radio and television stations and to make recommendations towards the simplification, consolidation and improvement of such reporting.

If the Federal Communications Commission approves the sale, the World Publishing Co., publisher of the Omaha (Neb.) World-Herald, will dispose of its radio properties in the near future.

Robert H. Sorz and son, Todd, have made a substantial offer for KOWH and KOAD, it was announced this week. KOWH, originally WAAW, was the first radio station in Omaha. It is a 500-watt day-light operation and is managed by B. C. Corrigan, formerly on the newspaper's advertising staff.

KOAD, an FM outlet with 70,000 watts power, has been on the air nearly two years. It was Nebraska's first frequency modulation station.

The four-and-a-half-hour broadcast of Wagner's "Tristan Und Isolde", planned for May 28 in London, has been cancelled after a difference over the fee payable to the musicians. A later broadcast of "The Ring" also has been called off, a dispatch to the New York Times states, and, unless an agreement is reached between the British Broadcasting Corporation and the musicians union, other opera broadcasts from Covent Garden may be affected.

Under an agreement reached only last week, each musician was to receive 25 shillings (\$25) for each outside relay. The union asserts the fee is for a period of three hours only, while BBC contends that it is for the whole relay. For the "Tristan" broadcast, the union put in a claim for two fees which BBC viewed as a departure from the agreement and canceled the broadcast.

Dick: Who was that on the phone, Mr. Jones?

Spike: Jimmy Petrillo. He called about our dues.

Dick: But we've already paid our dues.

Spike: I know. He heard us play and he wants to give us our money back.

- CBS! "Spike Jones Show"  
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(Continued from Page 14 - "Courts Might Whack Giveaways; Public Interest Continues"

Voluntary industry action won't solve the problem of give-away programs, Marks believes, noting that the code of the National Association of Broadcasters which discourages the shows is not observed and cannot be enforced. It is up to the FCC, he says, to determine under its responsibility to guard the public interest "Whether or not giveaways shall be added to the already condemned fortune telling, astrological, metaphysical and medical advice programs."

But before the Commission takes action, Marks advises, it should carefully consider the argument that the old time cure-all programs involved an element of fraud while giveaways are at worst bad entertainment, "an attempt to buy the audience", or conducive to family discord. "Cannot similar comments be made about soap operas", he asks, "which admittedly enjoy a wide popularity with women listeners? If soap operas are outlawed, would this be an arbitrary and capricious action?"



# HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heinl, *Editor*

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No. 1876

May 25, 1949

## A FAST ONE THE COMPOSERS PUT OVER ON THE BROADCASTERS

The appearance at the National Press Club in Washington Tuesday (May 24) of Fred E. Ahlert, President of the American Society of Composers, and Rodgers and Hammerstein, composer and author of the season's Broadway smash hit "South Pacific", "Oklahoma" and others, recalls one of the most outstanding pieces of political strategy in the history of radio. It was more than thirty years ago and is especially timely now because then the Composers had made their first demands for compensation for the use of their music by the Broadcasters just as ASCAP is today having its first clash with the National Association of Broadcasters over music in television.

The story dates back to about 1916 when Gene Buck was President of ASCAP. A bill was up in Congress to revise the Copyright Act to include payment of royalty to composers by broadcasters. The coup d'etat came the night before the hearings on the bill. Without any advance publicity, the Composers gave a dinner at the National Press Club in Washington to which everybody on Capitol Hill who had anything to do with the Copyright Bill was invited. This included not only the members of the Senate and House Committees but the newspaper men who were to cover the hearing.

And the dinner was only the beginning. Following it was one of the most memorable entertainments ever put on in the Press Club. Practically every famous songwriter of that day took part in the program.

Heading the all-star cast was Gene Buck making what was probably his first appearance in Washington, who acted as master of ceremonies. Among those Gene introduced, who played or sang their latest hits, were such celebrities as George Gershwin, of famed "Rhapsody in Blue", and subsequently "Porgy and Bess"; Irving Berlin, already well up in his meteoric career; Jerome Kern, composer of "Show Boat"; Rudolf Friml, "Rose Marie"; Charles K. Harris "After The Ball"; Raymond Hubbell, "Poor Butterfly"; Harry von Tilzer, "In The Shade Of The Old Apple Tree", and Gus Edwards, "School Days", who later was to sing for the first time George M. Cohan's "Over There". This was at the beginning of World War I at Fort Myer.

At the Press Club ASCAP night a song writer playing his own accompaniment seemed to this writer to have had too many drinks. Nevertheless, his singing of "On The Road To Mandalay" was the most thrilling event of the entire evening. At one time swaying back and forth, it seemed as if he would fall off the piano stool. Friends reached up to catch him if he did. What a superb performance it was those in the audience realized at the dramatic conclusion, when amid a storm of applause, the singer arose and bowed - sober as a judge. He hadn't had a drink. The man who had so completely thrown himself into the character in the song was none other than Oley Speaks, who had written the music to Kipling's unforgettable "On The Road To Mandalay."

An amusing incident was recalled by Franklin L. Fisher, now Chief of the Illustrations Division of the National Geographic Magazine, who was Chairman of the Press Club Entertainment Committee that night. It was the habit Silvio Hein, Secretary of the Composers, had of putting his lighted cigarette behind his ear when playing an accompaniment for some singer, as he frequently did.

A funny thing happened as the Composers entered the Club and the U. S. Marine Band orchestra struck up a popular tune of the day.

Victor Herbert apparently heard it first and exclaimed to John Philip Sousa:

"John, are they trying to insult us?"

What had happened was that the Marine Band, unintentionally of course, played "Three O'Clock In The Morning", the writer of which was about the only composer who claimed radio had been helpful to him, in fact, had lined up with the opposition by maintaining that broadcasting had made his song a hit almost over night.

Where the Composers showed themselves to be so politically astute was that not one word was said during the entire evening about why they had come to Washington or about the proposed copyright bill.

After such a night of entertainment we'll leave it to the reader's imagination what happened at the Congressional Hearing the next morning. It was said to have been one of the best jobs of lobbying Washington has ever seen before or since, causing someone to remark, insofar as the broadcasters were concerned, "Gene Buck and the Composers surely ante-dated Petrillo that night."

R.D.H.

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#### RADIO, NEWSMEN, SEN. PEPPER'S BRO., ON FLORIDA PAYROLLS

A radio station manager and two free lance radio news commentators are on the Florida State payroll and two newspaper columnists recently have drawn State money for special services, James A. Clendinen, State news editor of the Tampa Morning Tribune, said Capitol records showed.

Clendinen wrote "There may be others in radio or newspaper work also collecting State pay checks." He said records show the following on State payrolls:

Frank Pepper, General Manager of radio station WRHP in Tallahassee, \$150 a month plus traveling expenses. He is a brother of United States Senator Claude Pepper.

Carl R. Gray, Mayor of Panama City and former State Senator, Florida radio hookup, \$250 a month. Kenneth Ballinger, Tallahassee attorney and President of the Tallahassee Chamber of Commerce, commentator on radio station WRHP, \$250 a month. And others were mentioned.

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TRUMAN HAILS RMA "SILVER JUBILEE"; COSGROVE NEW RMA HEAD

President Truman extended greetings to the Radio Manufacturers' Association on its "Silver Anniversary" at the All-Industry Banquet in Chicago last week, in a letter addressed to President Max F. Balcom. The text of his letter follows:

"My dear Mr. Balcom:

Please extend my congratulations and good wishes to the officers and directors of the Radio Manufacturers' Association on the occasion of the all-industry banquet in observance of the silver anniversary of the association.

The radio manufacturing industry during the past quarter of a century has become one of our foremost industries both in war and peace.

Its contribution toward the winning of World War II, through the production of \$10.7 billion worth of electronic and communications equipment, was outstanding.

Long before the last war, radio had become an integral part of our daily life in America, and today television seems likely to repeat radio's performance.

The radio and television industry is a potent force also in our free enterprise economy, providing employment to thousands of technicians, both in factories and in the service trades, and to many more thousands in the retail and wholesale trades.

With my best wishes to you all, I am,

Very sincerely yours,

Harry S. Truman"

Raymond C. Cosgrove, Executive Vice President of the Avco Manufacturing Corp., of Cincinnati, who served RMA as president for three consecutive years, 1944 to 1947, will again direct the activities of the Association as it begins its 26th year. He was recalled to industry service by the RMA Board of Directors for a fourth term on the final day of the "Silver Anniversary" convention last week.

President Cosgrove, who headed RMA during wartime and the postwar reconversion period, succeeds Mr. Balcom, Vice President of Sylvania Electric Products, Inc., Emporium, Pa., who declined to be a candidate for re-election following two years as RMA president.

The All-Industry Banquet, attended by more than 1,225 radio manufacturers, jobbers on hand for the Radio Parts Trade Show, and guests, climaxed RMA's "Silver Anniversary" convention Thursday evening, May 19, following a Membership Luncheon which was addressed by retiring President Balcom and Senator Homer E. Capehart (R), of Indiana.

Five new RMA Directors were elected by their respective divisions at membership meetings on Thursday of last week, and Mr. Cosgrove was returned to the Board, succeeding John W. Craig, Vice-President and General Manager of the Crosley Division, Avco Manufacturing Corp. Nine other Directors were re-elected.

The newly-elected Directors are: J. B. Elliott, Vice President of the RCA Victor Division, Camden, N. J.; W. J. Halligan, President of the Hallicrafters Co., Chicago; and Richard A. O'Connor, President of the Magnavox Co., Fort Wayne, Ind., all representing the Set Division; R. L. Triplett, President of the Triplett Electrical Instrument Co., Bluffton, Ohio, representing the Parts Division; and A. Liberman, President of Talk-A-Phone Co., Chicago, representing the Amplifier & Sound Equipment Division.

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#### CBS AD BRIBERY CHARGE AROUSES CALIFORNIA PUBLISHERS

An investigation into circumstances which have resulted in widely-circulated reports that an advertising campaign influenced California newspapers in their position on socialized medicine was under way this week.

The staff of the California Newspaper Publishers' Association received full approval of the association officers to ask for a Department of Justice inquiry which would provide a complete airing of the facts.

"When they say they can bribe the newspapers of California, I accept the challenge to battle", declared John B. Long, General Manager of CNPA.

Lowell Jessen, publisher of the Turlock (Calif.) Journal and CNPA president, told Editor & Publisher "The Association aim is to get after the facts behind the charges. No newspaper has been bought for any 100 inches of advertising."

He alluded to the accusation which has gained widespread repetition in recent months, especially following comment by Don Hollenbeck on his "CBS Views the Press" program in New York.

The March 28 issue of PR News, a letter published by Glen Griswold in New York City, gave nationwide circulation to this excerpt from Mr. Hollenbeck's broadcast several weeks earlier:

"A California delegate at a meeting of secretaries and editors of state medical associations contended that medicine never got a break from newspapers in the State because the doctors did not advertise.

"He related that the State association took space in 700 newspapers in California to promote the fight against socialized medicine. He did more than imply that those billings had influenced editorial attitudes. He said: 'We found that the response from editors in publicity has been far beyond anything we expected when we started the campaign.' That was his tribute to California editors and to editorial integrity."

PR News used the quotation to point up the damage done to the cause of public relations by "the recent AMA press experience." The editor commented: "Every little while, someone advertises his poor public relations judgment by open boasts of how he obtained free publicity in lieu of paid space, or influenced editorial attitudes by buying space."

Neither PR News nor Mr. Hollenbeck gave the source of the quotation and a preliminary checkup by CNPA executives and the AMA's PR firm, Whitaker & Baxter, failed to reveal it.

Clem Whitaker told E & P's Pacific Coast editor that he had demanded the source from Columbia Broadcasting System and had obtained no reply. He added that he had cancelled all radio time contracted with CBS and told the broadcasting officials no further time would be sought by any Whitaker & Baxter accounts until Mr. Hollenbeck's statement had been retracted.

In New York, Mr. Hollenbeck made available to Editor & Publisher his complete notes on the broadcast and the full quotation which was the basis for it.

According to Edward Scott, Mr. Hollenbeck's assistant who shaped the script, a doctor had called their attention to the transcript of discussion at the annual conference of Secretaries and Editors of Constituent State Medical Associations in the March 1, 1947 issue of the American Medical Journal, official AMA publication.

John Hunton of California was quoted as saying at the Conference:

"The question of newspaper advertising has been met in California. At present the California Medical Association is expending about \$100,000 a year in newspaper advertising. It is being done on an organization basis, and it is being done in a series of community pre-payment plans in the State.

"We have found that when we run a piece of copy 20 inches by 4-columns we can generally count on about twice that much copy being run by local merchants who pick the copy up later, put it over their own signature and compliment the California Committee for Voluntary Health Insurance on putting on a drive in that county.

"The most popular source of support in that has been from the druggists. The druggists of one community after another have followed up that advertising, some times taking our own mats, cutting out our name, and putting in their own. . .

"We have 700 newspapers, a great many of them small weeklies. Never before have we been able to get real support from the newspapers because the answer constantly comes back 'Why should we give the doctors any support when they don't advertise and chiropractors do?'

"We now have an answer to that. When we started our campaign we went to the California Newspaper Publishers' Association and said: 'Gentlemen, we are going to spend a lot of money with the newspapers. We are going to advertise in every one of the 700 newspapers in California.'

"Each of the 700 papers in the State is receiving a minimum of 100 column inches of advertising in a period of 12 months. We have found the response from editors, in publicity, has been far beyond anything that we expected when we started the campaign."

## COAXIAL CABLE SOON TO RUN 12,000 MILES FOR PHONE, TELEVISION

Twenty years ago, two Bell Telephone Laboratories researchers - then deep in the problem of trying to find how to make the wires strung on poles about the country carry more phone conversations without putting up more wires - filed a patent for a strange new device that might do the trick.

For want of a more descriptive name, it was called a "coaxial cable".

Today, the modern version of the coaxial cable represents a \$100,000,000 project of the Bell System. Twelve thousand miles of it will be in use from coast to coast by the end of 1950, according to Bell spokesman not only for the expanding needs of cross-country telephoning, but also to provide the means for more transcontinental television networks.

Lloyd Espenschied and Herman A. Affel, co-inventors of the coaxial cable and veterans of the Bell Laboratories staff, yesterday told of the growing importance of this new instrument.

Exhibiting a section of the original cable, a heavy brass pipe three inches in diameter, they told how it had been refined in the last twenty years until the present pipe is no larger than a lead pencil, quite flexible, and a better carrier than its original version.

They said the cable had not yet reached its full technical development, but in time might be twice to three times as capable of carrying wide bands of frequencies as the current one.

Coaxial pipes now are capable of carrying three television programs each way between New York and Chicago, and an additional 600 simultaneous telephone calls. But if used for phone calls alone, the pipes can carry 1,800 conversations.

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## DR. HANSEN DEAD; PIONEER IN RADAR

Dr. William Webster Hansen, a pioneer in the development of radar and planner of a billion-volt linear accelerator, or atom smasher, which now is under construction on the campus of Leland Stanford University, died Monday in his home after a long illness (Palo Alto, Calif.). He would have been 40 years old on Friday.

Dr. Hansen in 1937 began work on a device to prevent airplanes from flying mountains. The problem was posed by pilots who had to fly over the Andes. From this research came the klystron, one of the most important elements of radar. Dr. Hansen and his co-workers afterward developed other pieces of radar equipment, including the rhumbatron, which also is used in atom-smashers.

Dr. Hansen in 1944 won the nation's top prize in radio engineering, the Morris Liebman Memorial Award of the American Institute of Radio Engineers. The honor went to him for microwave research.

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JOHN J. KAROL, CBS, NEW PRESIDENT RADIO EXECUTIVES CLUB

A tribute to his personal popularity as well as general efficiency, John J. Karol, Sales Manager of the Columbia Broadcasting System, has been elected President of the Radio Executives Club for the 1949-50 term, succeeding Carl Haverlin, President of Broadcast Music, Inc.

Mr. Karol was officially installed as President of the REC at the final luncheon-meeting of the 1948-49 season at the Hotel Roosevelt in New York City last Thursday. The club will resume its meetings in early Fall.

Mr. Karol joined CBS in 1930 as Director of Research, after having served with Crossley, Inc., research firm, as Manager and Research Director. He became Market Research Counsel for CBS in 1939, and in 1943 was named Assistant Sales Manager. He has been CBS Sales Manager since December, 1944.

He is a graduate of Harvard University (1927) and of the University of California, where he received a Carnegie Research Fellowship, in 1928. Mr. Karol is married, has a son and daughter, and lives in Chappaqua, New York.

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GRIDIRON CLUB TAKES NOTICE OF JACK BENNY CBS SWITCH

The Columbia Broadcasting System came in for a bit of kidding at the Gridiron Dinner to President Truman in Washington last Saturday night. Richard L. Wilson, chief of the Washington news bureaus of the Cowles Publications and broadcasting stations, incoming president of the club, in the "Speech in the Dark" which opens all Gridiron Dinners, said:

"We gather on a very happy occasion. President Truman this year reached his 65th birthday. Next year the Gridiron Club will be the same age, and we both will be eligible for Social Security. Speaking for the Gridiron Club alone, we will forego for a while the old-age retirement provisions.

"The Gridiron Club welcomes you in the spirit of this joyous springtime. It is truly a wonderful age - the age of the welfare state. Everybody gets a little something. CBS gets Benny and Crosby, Aly Khan gets Rita Hayworth and President Truman gets the Byrd. Even Governor Dewey gets a trip to Europe - but at his own expense.

"The only question remaining is whether this is the welfare state or the state of farewell.

"A dollar today goes farther than ever before. It was a great feat when Washington threw one across the Potomac. Now we pitch them across the Atlantic."

Among those present having to do with the broadcasting industry in one way or another were:

Capt. Taylor Branson, U.S.M.C., retired, former leader of the U. S. Marine Band, one of the first musical organizations to be heard over the air; Eugene E. Buck, New York City; Gardner Cowles, Look Magazine; John Cowles, Minneapolis Star and Tribune; Elmer Davis, President, Radio Correspondents' Association; Earl H. Gammons, CBS; Earl Godwin, radio commentator; Philip L. Graham, Washington Post; Richard L. Harkness, radio commentator; Luther Hill, Des Moines Register and Tribune; H. V. Kaltenborn, radio commentator, New York City; Horace L. Lohnes, Washington; D. Harold McGrath, Superintendent Senate Radio Gallery; Maj. William Santelmann, leader, United States Marine Corps Band; David Sarnoff, RCA, New York City; A. A. Schechter, New York City; Niles Trammell, President, NBC, New York City; Albert L. Warner, radio commentator, Washington, D. C.

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#### DR. WOLFF, RCA LAB. RECEIVES NAVY DISTINGUISHED SERVICE AWARD

Dr. Irving Wolff, Director of the Radio Tube Research Laboratory of RCA Laboratories, yesterday (May 24) received the "Distinguished Public Service Award" of the Navy Department, in recognition of his achievements in electronics and radar.

Such recognition is given only to individual citizens, not in Navy employ, who "have contributed measurably in scientific or manufacturing fields to the success of the Navy's policies and programs", the Secretary's office stated. In addition, the recipient must have rendered outstanding service over and above that normally expected of him and not required by his job or the terms of his contract.

"Dr. Wolff contributed immeasurably to the effectiveness of the operation of the Navy during the late War, and the interim period since then", Rear Admiral C. D. Wheclock, U.S.N., Deputy Chief of the Bureau of Ships declared in making the award. "His achievements and accomplishments covered the field of electronics in general, but more particularly that of radar."

"In 1932, while in the employ of the Radio Corporation of America, he conducted research in micro-wave transmission and reception. Using equipment developed as a result of this research, he demonstrated the ability to detect radar signals reflected from gas tanks and small ships about a half-mile distant. Shortly thereafter, he developed a means of timing these signals, whereby distance to the reflecting object could be measured. This was one of the fundamental contributions to modern day radar."

Later Dr. Wolff and his associates developed airborne radar equipment to prevent collisions and high-altitude precision radar for altitude determination, it was pointed out. The radio altimeters used by the United States and her Allies were developed by Dr. Wolff's group.

Dr. Wolff joined RCA in 1924 as a member of the Technical and Test Department and from 1930 to 1941 was with the Research Division of the RCA Manufacturing Co., Camden, N. J. In the latter year, he joined the staff of RCA Laboratories. He has specialized in problems in microwaves, sonar, radar and aviation.

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PEARSON SUES PEGLER; DEMANDS \$250,000 IN FORRESTAL LIBEL

Drew Pearson, radio commentator and radio columnist, said Tuesday night, his attorneys have filed a \$250,000 libel suit against Westbrook Pegler, columnist.

Mr. Pearson said the New York law firm of Greenbaum, Wolf & Ernst filed the suit in the New York Supreme Court Tuesday, naming Pegler and his syndicate, King Features.

Mr. Pearson told a reporter that two of Pegler's columns, released this week, and dealing with some of Pearson's comments on the late James Forrestal, were the oasis of the suit.

There was also criticism of radio and press commentators in general and Mr. Pearson and Walter Winchell in particular in other quarters.

Representative Rankin (D), of Mississippi, asserted he had voiced his opinion "of the unworthy and unjust attacks" made on Forrestal while he was yet alive. Several weeks ago, Rankin, in a House speech, attacked Drew Pearson for a column Pearson had written about Forrestal.

Representative J. Caleb Boggs, Democrat, of Louisiana, declared that "Mr. Forrestal was subjected to a campaign of abuse and vilification the like of which I have never heard. This should give pause - real pause - to the irresponsible elements of the press and radio."

"Drew Pearson and Walter Winchell and some others maligned Mr. Forrestal in various commentaries not very different from similar outrageous attacks made on others for which the radio and the press must bear the burden of shame", Hanson W. Baldwin wrote in the New York Times.

Westbrook Pegler, in a King Features Service article in the Washington Times-Herald, one of the articles mentioned in Pearson's suit wrote, in part:

"James V. Forrestal, a loyal, brave and self-sacrificing servant of this republic, certainly was, as President Truman said on hearing of his sudden death, a casualty of the second World War. He was also a victim of the wanton black-guardism and mendacity of the radio, which has been a professional specialty of Drew Pearson.

"Pearson has become a man of great power and special privilege because other decent men like Forrestal go in fear of fantastic lies to be spread over the nation by radio, all to stimulate the sale of a brand of hats or laxative.\* \* \* \*

"In the case of Forrestal, Pearson made a false charge of disgraceful cowardice. Forrestal, in the role of Undersecretary of the Navy, a civilian job, made four landings with the Marines, behind the assault waves, on Pacific islands held by the Japanese.

"Franklin D. Roosevelt held a similar position during the first World War. It is no disparagement of him to point out that Roosevelt's only experience anywhere near the front in France con-

sisted of tours of inspection amid considerable panoply and privilege, not personal intimacy with danger.

"The contrast does favor Forrestal nevertheless.

"On Jan. 16, 1949, over station WJZ of the American Broadcasting Company's network, Pearson purported to read a dispatch direct from the White House vilifying Forrestal.

"At least his voice said, 'The White House: Well, President Truman was about to accept the resignation of Secretary Forrestal when, last Sunday he heard Walter Winchell's broadcast about Forrestal's income tax finagling in the 1930s.'

"In newspaper and press association language, that term 'the White House' at the start of an item is called the date line.

"The date line is the source or the ostensible source of the facts or falsehoods which then ensue and, in this case, clearly implied to the public that he was reading a dispatch direct from the White House. As to whether this was a truthful representation, the individual citizen may draw his own conclusions.

"'Whereupon', Pearson continued, 'Truman sent for a transcript of the Winchell broadcast and literally hit the ceiling. "I'm not going to let that little so and so", he stormed, "tell me who I'm going to keep in my Cabinet." And a day later, he told Forrestal he could stay on, at least for the time being.'

"There ensued a paragraph of artful smear concerning Forrestal's income tax based on Pearson's own independent charge which for its credibility relies on Pearson's own record of erroneous, not to say false, statements.

"Then Pearson said: 'For my part, I personally think Mr. Forrestal is a very nice and charming gentleman. But I agree with Walter Winchell that a man who avoids taxes by concealing his money in a foreign country cannot command the respect of boys who are drafted into the Army.'

"You are invited here to note that Pearson does not charge that Forrestal was guilty of any wrong but does a job of log-rolling for another equally mendacious, ulterior and malicious radio terrorist whose high, moralistical posture is fantastic.

"No facts ever were presented to prove that Forrestal had been guilty of any act which was not accepted practice in complicated international tax matters. And the fact is glaringly apparent that Winchell, the source of this smear, was a professional idolator of F. D. Roosevelt, who overlooked no chance to refer to himself as 'Commander in Chief' of the boys who are drafted into the Army."

"It will be remembered that Roosevelt was guilty of a flagrant swindle in beguiling John Hartford to surrender \$200,000 of his son, Elliott's notes and \$200,000 worth of stock to him, President Roosevelt, on the deliberately false representation that the stock was practically worthless. This was felonious fraud without question so the sanctimonious subterfuge about the 'respect of the boys who are drafted into the Army' was merely a sly approach to an oblique insinuation against Forrestal's moral character."

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## MOVIES HIT BACK AT RADIO-VIDEO GIVEAWAY SHOWS

A \$1,000,000 giveaway show designed to make radio's jackpots look like two-bit carnival raffle prizes is going to sweep across the country about July 1, Anheuser-Busch heiress, Bonnie Busch, said, according to the United Press last Sunday.

Miss Busch, a past master at dreaming up quiz shows, has planned this program as the movies' answer to what television and radio are doing to box office receipts. Her plan is to put quiz programs into the theaters and lure people back again in numbers equal to those of the good old "free dish" and "banknight" days.

The heiress and her husband, Ray Jackson, see a big jackpot for themselves, too, in selling their packages of quiz movies, answers and donated prizes to movie house managers, many of whom are paying the rent these days with the proceeds from candy and cigarette machines.

They are piling up enough prizes to fill a warehouse - but they also are making their questions harder than the run-of-the mill radio queries.

"The Jacksons are calling their program the 'Santa Claus Quiz Show'. Weekly 10-minute movies, each consisting of 10 scenes which are to be identified on quiz cards by name, date and place, will be shown from July 1 until Christmas, when Santa Claus will present the biggest quiz bonanza in history to the lucky national winner."

The wise guy who gets the highest score in his local theater for scribbling answers in the dark will get a few little things like a washing machine and a refrigerator - but no radio or TV set - with a total value of \$1,000. When he wins the State movie contest, he'll get another \$5,000 in the usual quiz show loot. And then, when he wins the national contest, he'll get \$100,000 in prizes to take home with him, including a house, a car, and just about everything else you can think of that doesn't need an aerial.

Jackson ran off a sample "Santa Claus quiz show film" at a sneak preview, and if he'd been awarding any prizes he could have taken them home with him, for not a soul knew the answers.

Some of the questions acted out by mobs, pearl divers and sundry other folk in costume and out apparently asked: Where is the Mardi Gras held, who created it, when and where; who rode the last horsecar and when did it lead the first electric streetcar ever made; and who saved his brother's life when captured by giant shellfish, and where.

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FIRST RMA PRESIDENT RECALLS EARLY FORECASTS OF RADIO'S DOOM

Speaking at the All-Industry Banquet at the conclusion of the "Silver Anniversary" convention of the Radio Manufacturers' Association in Chicago last week, H. H. Frost, first President of RMA, countered forecasts that television would soon put an end to radio broadcasting with some early predictions of a like character as to the effects of radio.

"Looking forward", he said, "I see television as an additional means for the dissemination of education, entertainment, information and public service.

"According to predictions I have read and heard, some people think television is going to put radio into the museum", he continued.

"Well - looking back, I find some interesting predictions, opinions and conclusions made in the early years of radio. Here are a few:

"1 - Radio broadcasting will never be profitable to the broadcaster and manufacturers of radio sets and parts will have to contribute to a broadcasting fun in proportion to their sales volume.

"Next - Stage and motion picture theatre attendance will be reduced more than fifty percent unless the actors are prohibited by contract from broadcasting.

"Next - The phonograph and phonograph record business cannot survive. The market for records will be reduced to export sales of foreign language records and the sale of folk song records to foreign language groups in the United States, such as the Polish population in Buffalo.

"Next - Radio will not be used successfully in police work; the criminal element will have the same type radio set and be warned in time to escape.

"Next - If radio sets are used in automobiles the accident rate resulting will triple the rate for all other causes of automobile accidents.

"Next - Federal control of broadcasting will become a tool in the hands of the politicians in Washington; every man must have the right to build or operate a broadcasting station and there must be no interference from government as to location or operation.

"Next - Self expression in music is doomed. Music schools and music teachers will have but few pupils once the air is filled with popular or classical music.

"Next - Broadcasting of baseball, prize fights and other sports events will reduce the attendance below the average needed to remain solvent.

"Next - News broadcasts will reduce paid circulation and advertising revenue.

"Next - Broadcasting live stock and produce markets will increase the cost of living; the city dweller is dependent upon the farmer for food; if the farmer is informed of prices there will no longer be a free market of supply and demand, but a market controlled by the farmer.

(Continued at bottom of page 16)

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::: SCISSORS AND PASTE :::  
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Warns Radio Sponsors To Watch Their Commercials  
(Larry Wolters in "Chicago Tribune")

Horace Schwerin, director of a broadcasting research organization, told the Chicago Radio Management Club that television is the best thing that has happened to radio in 25 years. He added that radio is not dead or dying but is just getting its wind for a more lucrative race.

The arrival of television will "Speed up the elimination of waste in radio", said Schwerin. Sound broadcasting, he continued, can easily become 500 per cent more efficient. His predictions followed an explanation of findings on more than 1,800 tests of radio commercials by his organization.

Schwerin's optimism over the future of radio, he said, was inspired from a combination of recently released figures that predict only 44 per cent of the nation's population will own television sets by 1954 and his own research conclusions that ". . . more than 90 per cent of radio commercials and 50 per cent of radio programming are waste."

Schwerin said that misuse of principles necessary for programming success had "literally forced commercials in one ear and out of the other." He said that his researches show that people only remember commercials they like or dislike intensely and that 90 per cent of sponsors' plugs fall into the "indifference" range.

While Schwerin expressed his hopes for a bright future for radio, he did not explain how these better days are to be reached. He did call on sponsors to spend more time and money on their commercials and ended on a note of warning:

"Our vast radio industry is like an inverted pyramid, resting shakily on one foundation stone, the advertiser's commercial message. If that stone crumbles - and I think psychological deafness is crumbling it - the whole structure collapses."

(Editor's Note: Mr. Schwerin is head of the Schwerin Research Corporation, 2 West 46th Street, New York City.)

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Presidents Come High  
("Variety")

Network presidents don't come cheap these days. The era of web presxies operating on 13-week options are apparently gone forever. Today they not only command unprecedented top coin, but longterm contracts as well.

Situation was highlighted anew last week with the revelation of Frank Stanton's 10-year pact as CBS Board Chairman, William S. Paley's No. 1 operator. Last of the four network presxies to grab himself a longterm contract, Stanton actually nailed the meatiest deal of them all.

Apparently this was the kind of deal Stanton was gunning for when, a few months back, he admitted, that, lacking the security of a longrange contract, he was seriously considering the possibility

of moving out of radio altogether. The new contract seems to have resolved the "security" situation. Stanton is currently on a two-month vacation in Europe.

He's down for an annual guarantee of \$100,000 a year, plus whatever additional compensation the Board of Directors chooses to award him. The annual guarantee actually amounts of \$30,000 more than his basic '48 pay.

Upon termination of the 10-year contract, Stanton is to be retained as part-time consultant until Dec. 31, 1968, at \$25,000 a year. Should Stanton and Paley decide to call it quits between 1953 and 1958, the web will be compelled to fork over a flat 100G.

NBC prexy Niles Trammell is also operating under a \$100,000 plus bonus contract which he negotiated last year with RCA Board Chairman David Sarnoff, but it's only of five-year duration. ABC prez Mark Woods also has a five-year contract with Board Chairman Ed Noble at \$85,000 a year (including bonus) and a few weeks back Frank White moved in as prexy of Mutual at \$85,000 a year for a three-year, non-cancellable term.

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WTOP Man Tells How FDR Song Story Started  
(Harman W. Nichols, "Washington Post")

The late FDR went through the last years of his life with his hands cupped over his ears - listening to a tune he didn't particularly like, "Home on the Range".

I got the story from Johnny Salb, organist for Station WTOP. Johnny knew Mr. Roosevelt well and spent many hours entertaining him.

"The first time I went to see him", Johnny said, "I was with Eddie Peabody, the famous banjo player and a great friend of the late Chief. We sat down and started to whack out a few licks of 'Home on the Range'."

FDR yelled, "Stop it", and told the music-makers how the legend sprouted and grew.

At a press conference once, somebody asked the President if he didn't think the tune was a pretty fancy one. He admitted that it was. The next day somebody wrote a column in the papers saying it was his favorite. He was stuck with it.

"Actually," said Johnny, "FDR's favorite - the one he asked me to play most often - was 'Yellow Rose of Texas.' Eddie and I played it that first day. After Eddie left, the President asked me if I would stick around for a few minutes.

"He said: 'You fellows did a good job on that; only you had the right words but the wrong tune.' The President hummed it for me and I wrote it down on the back of an envelope. I had it transcribed onto a piece of music paper and gave it to FDR as a present. He asked me to autograph it for him."

Johnny, by the way, doubtless has entertained more Presidents than any man alive. He started with Woodrow Wilson, who could be lulled to sleep as the muted organ gave out the classics.

Warren G. Harding was more of a sport than a music lover; Johnny said, and often asked the musician to cool his heels in the lobby while he tried to draw to an inside straight with some of his cronies upstairs.

Calvin Coolidge liked his music on the quiet side, "almost to the point of complete quiet, although Mrs. Coolidge seemed to enjoy it."

(Continued on page 16)

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::: TRADE NOTES :::  
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The General Electric Company at Electronics Park at Syracuse, N. Y., has announced the sale of complete television station equipment to be used by Station WKTV, Utica, which expects to go on the air in September.

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Hallicrafter Company - Eight months to April 30: Net profit, \$479,972 on sales of \$11,922,965, an increase of 66 and 59 per cent, respectively, over profits of \$289,807 and sales of \$7,488,917, for similar period of previous year, William J. Halligan, president, reports, attributing improvement largely to expanding television program.

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Opening of direct radiotelegraph service between San Francisco and Taipeh, Formosa, was announced Tuesday by Harry C. Ingles, President of RCA Communications, Inc., New York City. The new circuit supplements existing RCA facilities to Formosa via Manila.

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Leslie J. Woods has been appointed Vice President and Director of Research and Engineering of the Philco Corporation. Mr. Woods, who joined the company in 1925, will be assisted by David B. Smith, Vice President of Research and Engineering.

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Sylvester L. (Pat) Weaver, Vice-President and Director of Radio-Television, Young and Rubicam, Inc., has joined the list of leading radio industry executives who will speak at the first national Program Directors Clinic to be held in Chicago on June 27, 28 and 29, at the downtown campus of Northwestern University.

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Magnavox Company and Subsidiaries - Year to Feb. 28: Net profit, \$1,323,598, equal to \$2.01 a share against \$2,016,976 or \$3.36 a share for preceding fiscal year; net sales, \$24,402,206 against \$27,434,019. Current assets on Feb. 28 last, were \$11,105,088 including cash of \$364,587 and inventories of \$8,133,801, while current liabilities were \$7,614,718. Current assets on Feb. 28, 1948, were \$8,994,104 with cash of \$856,652 and inventories of \$5,272,127; current liabilities were \$5,313,632.

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WOR's frequency modulation station, WOR-FM, has discontinued broadcasting for three weeks to allow for the moving of its transmitter to North Bergen, N.J., site of WOR's new 760 foot television antenna tower.

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WOR-FM closed down at 9 P.M., Thursday, May 19th, and will resume broadcasting from North Bergen on June 10th.

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The National Broadcasting Company has signed an exclusive three-year contract with the Cotton Bowl Association to broadcast and televise the New Year's Day Cotton Bowl football classic.

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A 6% increase in gross sales is reported by the American Broadcasting Company, Inc., and subsidiaries, for the first quarter of 1949 when volume amounted to \$10,218,410, compared with gross sales of \$9,631,348 for the first three months of 1948.

The estimated loss for the quarter ended March 31, 1949, is \$65,000, compared with estimated net income (after Federal Income Taxes) of \$503,000 for the same period of the previous year.

The decrease in net earnings, it was said, is attributable to the rapid expansion in television broadcasting.

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Arthur H. Ross, 36 years old, a scenic designer, was found hanging last Monday from a pipe in a Rockefeller Center sub-basement in New York City. The police said he apparently had committed suicide. Mr. Ross, who shared an apartment at 1100 Park Avenue with two other men, was employed as a set designer by the Television Section of the National Broadcasting Company.

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Mildred E. "Axis Sally" Gillars is being "spat on" and "generally mistreated" by her fellow prisoners in District Jail in Washington, D. C., the convicted traitor's sister charged last Monday. The sister, Mrs. Edna Herrick, said the jail superintendent, Col. Curtis Reid, had "promised an investigation."

Col. Reid could not be reached for comment, but other jail officials said Axis Sally, who was sentenced to serve from 10 to 30 years in jail for treason, was being treated "no different from other prisoners" and that prison rules forbade spitting.

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#### WTOP Man Tells How FDR Song Story Started (Continued from Page 14)

If Herbert Hoover liked music he kept quiet about it, according to the organist, "because I was never invited to the White House to play for him."

WTOP on Friday began a series of transcriptions called "Dear Mr. President", with Johnny sounding off an organ obbligato in the background.

I heard the first one. Part of the record records the actual sounds of a White House falling down. The engineers at the station borrowed a gadget from the Navy which magnifies sound 1000 times. They tacked the instrument onto one of the walls of the old mansion and tuned it up. The first sound I heard sounded like a boulder falling on a kettle drum. I was told one of the workmen dropped a match. People walking around - magnified 1000 times, sounded like a pack of dinosaurs pulling their hind legs out of a couple of acres of mud.

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#### FIRST RMA PRESIDENT RECALLS EARLY FORECASTS OF RADIO'S DOOM (continued from Page 12)

"Next - the State Superintendent of Education in one of our States said radio has no place in the field of education.

"Next - State legislation was proposed in several states to require the services of a licensed electrician to install radio sets using tubes and a storage battery; in addition there must be a quarterly inspection, paid for by the owner - the fire hazard must be reduced to the minimum in the interest of public safety.

"Next - A national committee member advised the presidential candidate of his party against using radio in his campaign for President of the United States - the people will resent having any candidate make them feel they are not worthy of a visit to their community."

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