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April 7, 1948

WAR ADVERTISING BLACKOUT MIGHT HAVE RUINED RADIO STATIONS

It was revealed by Gardner (Mike) Cowles, Jr., publisher and president of the Cowles Broadcasting Company that "starry-eyed zealots" rushing into World War II came preciously near to blacking out advertising for the duration. If they had succeeded, Mr. Cowles declared, this would have resulted disastrously to broadcasting stations, newspapers, magazines and other media depending upon advertising revenue for existence.

Mr. Cowles was the principal speaker at the dinner at which a gold medal for outstanding service in 1947 was presented to Theodore Lewis, who was head of the Washington office of the War Advertising Council in 1943. Mr. Cowles, whose address was reprinted in the Congressional Record by Representative Charles R. Robertson (R), of North Dakota, said, in part:

"Those of you who were not in Washington during the first few months following Pearl Harbor will never realize how near advertising came to being banned entirely during the war. At the first intergovernment meeting I attended after Roosevelt persuaded me to take the OWI job, two very top New Deal officials argued that the Treasury should immediately disallow all advertising as a legitimate business expense, since advertising, they said, is just a waste and a luxury which had no excuse for existing, particularly in wartime.

"I was the first head of the Domestic Branch of the Office of War Information - an agency then made up mainly of a conglomeration of sincere but starry-eyed writers and other ideological zealots who regarded an advertising man with about the same respect you might give a medicine man or a barker at a sideshow. * * * *

"I honestly believe that if the War Advertising Council had not come into being to show Washington officials how advertising could help convert the country to war - help inform the people on the vital war themes - help the Government quickly activate public opinion - if the War Advertising Council had not been on hand with its plans - I truly believe advertising would have been substantially blacked out during the war.

"This would have destroyed our advertising agencies. This would have ruined our radio stations, our magazines, our newspapers, But it almost happened.

"Whoever thought up and worked out the network time - allocation plan under which commercial sponsors gave up a minute or two of their time out of each program for vital war theme deserves the blessing of all of us interested in advertising. That plan sold Washington on the job advertising could do. And soon afterward Washington learned the extreme value of the sponsored public-service advertising in the magazines and newspapers.

"If advertising had not been allowed to help during the war, the Government would have been obliged to force the public by

legislation to do the necessary things. Compulsion wasn't needed because advertising did the job through persuasion. In other words, advertising in a vital degree helped us win the war and still hold on to most of our traditional, voluntary, democratic ways.

"Hundreds of the country's top advertising men have devoted weeks and months to the Advertising Council - but certainly the four men who have been chairmen - first Chet LaRoche, then Harold Thomas, then Jim Young, and now Charlie Mortimer, deserve our special thanks. They made the Council succeed. Before the end of the war, they had convinced even most of the rabid New Dealers of the value of advertising - those same New Dealers who had wanted to outlaw advertising after Pearl Harbor." * * * * *

"We don't want to lose either our economic freedoms or our political freedoms. Free speech and the concept of a free press have developed so strongly in America, in my opinion, because our information media - our newspapers, our magazines, our radio stations - have remained in private hands. We need to remember that advertising coming from thousands of different private companies from coast to coast, supports these information media. They, in turn, by keeping the public informed, make democracy possible.

"This important relationship of the advertising of private business to our privately-owned newspapers, magazines, and radio stations seemed to me so vital to the functioning of our democracy, that even in wartime, I opposed the creation of a giant Federal Government advertising fund, which so many agency men favored.

"I did not want then, nor do I want now, to see the Government directing, or curbing, or dominating the advertising of this country." * * * * *

"I don't want to see advertising get identified in the public's mind as a tool of big business used to maintain the status quo and prevent even desirable change.

"Just this week a union official testified before the FCC that the radio networks are so dependent upon the advertising of big business that the networks should not be trusted to express their own editorial opinions over the air. That union official was actually smearing advertising.

"I want advertising to be known by the man in the street as a friend - a useful friend who gets him lower prices by helping achieve mass distribution and selling."

Mr. Cowles' address was reprinted in full in the Congressional Record of March 8th.

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MIAMI BEACH PUBLISHING CO. SELLS HALF INTEREST TO FORT INDUSTRY

The Fort Industry Company of Detroit, Mich., the largest independent operators of radio stations in the United States, among them being WJBK in Detroit, announced last week the acquisition of a fifty percent interest in the Miami Beach Publishing Company. The other fifty percent of the stock is owned by John D. Montgomery of Miami Beach, Florida. Mr. Montgomery will continue as president and publisher of the papers published by the Miami Beach Publishing Co., and Mr. George B. Storer, President of The Fort Industry Company, will be Chairman of the Board of Directors.

This company publishes the Miami Beach Morning Star, the Evening Sun and the Sunday Sun-Star. Modern air-conditioned offices, recently enlarged, are located at 1859 Bay Road, Miami Beach.

By its purchase, The Fort Industry Company enters the newspaper publishing field and is the first large station operator to become interested in newspaper properties. Prior to this time, newspaper publishers have acquired radio stations but this is the first instance of a large station operator "invading the fourth estate".

Mr. Storer is one of the outstanding radio station owners in the United States and has long been identified with the industry in the Detroit area. In the early days of radio he held an interest in both WXYZ and CKLW and presently owns Station WJBK which he acquired in July, 1947. Mr. Storer has been a resident of Bloomfield Hills, Michigan, for over twenty years and, in addition to his radio activities, is Chairman of the Board of the Standard Tube Co. of Detroit.

In addition to WJBK, Detroit, Mich., other radio stations owned and operated by The Fort Industry Company are: WSPD, Toledo, Ohio; WWVA, Wheeling, W. Va.; WMMN, Fairmont, W. Va.; WLOK, Lima, O., WGBS, Miami, Florida; WAGA, Atlanta, Ga.

The Detroit properties of the Company center around Station WJBK, which is managed by Ralph G. Elvin, Vice President and Managing Director of the Detroit Broadcasting Company, a wholly owned subsidiary of The Fort Industry Company. An FM station, WJBK-FM, is operated in conjunction with WJBK and the Company has received a construction permit from the Federal Communications Commission to erect a television station. Plans are well under way and the station, which is tentatively labeled WTVO, is expected to be on the air by early Fall.

The Fort Industry Company derived its name from the fact that its first office was established at the site of the Fort Industry, one of the early outposts in the northwest territory during the pre-revolutionary period.

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LEMKE BILL HEARINGS HELD; STERLING, JOLLIFFE, OTHERS HEARD

Opposition to Congressional assumption of authority over frequency allocations was definitely brought forth last week as the House Interstate & Foreign Commerce Committee completed its hearings on the Lemke Bill (H.J. Res. 78). The sessions which occupied a couple of days was devoted to testimony by opponents of the measure, which would give a portion of the 50-mc band to FM in addition to its present 88-108 mc. band.

Those favoring the measure, particularly Maj. Edwin H. Armstrong, inventor of FM, who has contended that the Federal Communications Commission and the Radio Corporation of America have individually held back the development of FM, the Zenith Radio Corp. and others testified on February 3rd.

Commissioner George E. Sterling, the first witness in the opposition to the Bill, told the Committee that the Lemke Bill "if enacted into law would require the Commission to assign a portion of the 50 megacycle region of the radio spectrum for the operation of frequency modulation broadcasting stations. Under the bill the Commission would also be directed to permit power assignments in that band 'up to at least the maximum amount of power heretofore assigned to frequency modulation (FM) at any time.'" This, he believed a "most unwise" approach to allocations. He said it fails to take into account either the scarcity of spectrum space or the possible impact of such a law upon the needs of other services.

Mr. Sterling continued: "The Commission believes this practice of making allocations upon the basis of due consideration to all competing needs for the frequencies to be assigned is the only sound and practical method by which a fair and equitable allocation plan can be reached. Recognition of this, and of the highly complex and technical problems involved in reaching decisions with respect to matters such as the allocation of frequencies, were among the basic reasons for creation of the Federal Communications Commission by Congress as a specialized administrative agency for the very purpose of handling just such problems. H. J. Res. 78 if enacted, would require the allocation of particular frequencies to FM broadcasting, one of the numerous radio services, without taking into full account the overall natural limitations upon available frequencies, and without taking into account the possible impact of such legislation upon the needs of other services of equal or greater public importance. Any such approach to an allocation of radio frequencies would in our view be most unwise. It would be a most obvious invitation to the various other services to seek additional frequencies in the same manner, and the result could only be a thoroughly confused and unsettled situation in the regulation of radio operation. The Commission strongly advocates full consideration to the needs of all radio services in any allocation of radio frequencies.

"In earlier testimony the proponents of H. J. Res. 78 have recognized the validity of these basic objections to legislation such as that proposed here, and have stated that passage of such legisla-

tion would be justified only by the most compelling considerations. They find justification for urging enactment of the present bill in the argument that the past actions of the Commission with respect to assignment of frequencies for FM have been so lacking in sound judgment that it is necessary for Congress to intervene in order to protect the public and the future of FM broadcasting. This position is based almost entirely on their extreme and we believe wholly untenable view that the decision of the Commission of June 27, 1945, assigning FM broadcasting to the 88-108 megacycle band, in lieu of the 42-50 megacycle band to which FM had been assigned until that time, was so lacking in justification as to have been a virtually irresponsible act. I am confident that upon review of the Commission's past actions with respect to the allocation of frequencies for FM broadcasting you will see that this criticism is wholly without merit."

The former FCC Chief Engineer reviewed at length the hearings and studies which preceded the decision to move FM from the low band to the high, followed by another hearing when Zenith petitioned unsuccessfully for space around 50 mc for FM in addition to 88-108 mc. The move "upstairs", he insisted, was "based upon engineering considerations which were valid then and are valid now."

In defense of FCC's assignment of television and safety services in the 50-mc region despite the interferences encountered there, Mr. Sterling pointed out that further development was necessary in the ultra high frequency range which is expected to be television's ultimate home. "Accordingly", he explained, "some television channels which might be available for immediate use were allocated in the 50-mc region even though it was known that these channels would be subject to interference."

In his summary, Mr. Sterling said:

"The decision of the Commission to assign FM broadcasting to the 100 megacycle band was reached only after the most exhaustive study of available data. It was based upon the weight of the evidence, and upon engineering considerations which were valid then and are valid now. Moreover, the FM station assignment plan now in effect makes possible full-fledged, nationwide FM service available to the population in rural as well as urban areas.* * * >

"The importance of removing the confusion that now exists with respect to FM frequencies and of not creating further uncertainties can hardly be over-emphasized. In June, 1945, the Commission sought to remove any such confusion and uncertainty by announcing its allocations for FM broadcasting. I urge this Committee most strongly to make its views known on this bill at as early a date as possible."

Mr. J. R. Poppale, President of the Television Broadcasters' Association, told the Committee that video channels have been reduced from 19 to 13 since 1940 and that further reductions "might very well nullify the investment made in television today by private enterprise and the public, which is supporting television and accepting it with

"unbounded enthusiasm." He reiterated that 13 channels are inadequate for television.

Dr. C. B. Jolliffe, Executive Vice President in charge of RCA Laboratories Division of the Radio Corporation of America, said the Lemke Bill would "confuse and delay the advancement of FM and television" and other radio services.

Dr. Jolliffe declared that the record of FM development in this country has been greatly confused by errors and misstatements with regard to the development of the art and presented an exhaustive study of the rise of FM to a commercial service.

"We are proud of the part we (RCA) have had in bringing television and FM broadcasting to the American people", Dr. Jolliffe said. Before the "high frequency" or "FM" broadcasting could commence, he continued, the frequencies in which it operates had to be pioneered. This RCA engineers did, he said, commencing almost with the beginning of the Company in 1919 and continuing to date.

"The significance of this pioneering work", he asserted, "can best be understood when it is realized that two of the principal advantages of high frequency or FM broadcasting - high fidelity and freedom from natural static - are derived from the use of higher radio frequencies, and not from the type of modulation employed."

Dr. Jolliffe recalled that in May, 1940, the FCC authorized FM broadcasting on a commercial basis and said that a month later RCA was offering FM transmitters for sale and a number of these were in operation before the war began. He asserted that RCA was tooled for production of FM receivers when the national defense program curtailed radio production.

In tracing RCA's work in FM from 1924 to date, Dr. Jolliffe recalled that in January, 1944, NBC proposed the duplication of AM programs on FM stations to help FM get started. NBC was the first of the networks to make this proposal. The FCC ruled to permit full duplication in 1945, but labor union obstacles delayed its realization until recently when the ban was lifted.

Dr. Jolliffe disclosed that RCA, as one of the leading manufacturers of FM transmitters, receivers and studio equipment, has delivered more than 150 FM transmitters, and has received orders for 170 more. At the same time, it offers ten different models of home radio receiving sets containing FM.

Against such a record, indiscriminate charges that RCA, FCC and others have "retarded" FM, "opposed" FM, or have given it the "silent" treatment, fall by their own weight, Dr. Jolliffe declared.

"It is the position of RCA and NBC that the Lemke Bill should not be approved by Congress", Dr. Jolliffe stated. He said that of all the duties performed by the Commission the allocation of frequencies is "one of the most complex tasks of Government", and declared: "In our opinion it would not be sound for Congress to take over that task."

"SMALL RADIO STATION" BILL DENOUNCED AT HEARING

The hearing on the Bill of Senator Edwin C. Johnson (D), of Colorado, to break down clear channels and keep the power ceiling at 50 KW, opened Monday, April 5, before the Senate Interstate and Foreign Commerce Committee. Thirty-four witnesses for and 26 against the bill are in the tentative lineup announced last week by the Committee, some of whom have already appeared, plus spokesmen for each of the four major networks.

The Senator's bill which would amend the 1934 Radio Act would (1) prohibit any standard AM (amplitude modulation) station from obtaining more than 50,000-watt power and (2) require the Federal Communications Commission to break down all of the remaining Class 1-A Clear channels in the United States.

Louis G. Caldwell, counsel for 16 major radio outlets, told the Senate Committee on Monday that there are too many small radio stations in almost every city in the United States. Mr. Caldwell represents 16 of the 24 clear channel stations in the United States, including the Chicago Tribune's WGN for whom he is counsel.

Maintaining that the argument over the Johnson Bill is not a fight between different groups of broadcasters, but a battle between many millions of rural listeners who want better service and commercial interests who want more city outlets, Mr. Caldwell continued:

"Enactment of the Johnson bill will simply open the flood-gates for many more stations furnishing service only to cities and their immediate environs."

James H. DeWitt, Jr., President of Station WSM, Nashville, told the Committee that under the existing international agreement, if the United States opened up the "clear channels" for multiple use and that stations in Mexico, Cuba and Canada would begin using the same frequencies and a "valuable natural resource" would be lost for all time.

Mr. DeWitt contended that it would be as foolhardy to give away radio channels to foreign nations as it would be to hand Russia uranium for atomic bombs and so he opposed the bill which would clamp a fifty-kilowatt ceiling on power of broadcasting stations and thus permit more than one station on "clear channels" at night.

A Committee flareup occurred during the testimony of James D. Shouse, President of the Crosley Broadcasting Co. in Cincinnati, Ohio, on Tuesday. Acting Chairman Homer Capehart (R), of Indiana, gave Mr. Shouse permission to read a 31-page statement into the record.

Senator Johnson, ranking minority member, walked out in a huff from a hearing on his controversial radio bill after accusing Senator Capehart of violating Committee procedure.

"If the rules continue to be violated, I'm not going to stay", he said as he left.

Senator Capehart said he had no intention of violating the rules and later in the afternoon Senator Johnson returned.

Mr. Shouse told the Committee the clear channel stations are not an economic threat to the local radio station. Crosley's WLW station is now and would have to remain a 50 kilowatt station under the Johnson Bill, but has once been and would like to be again a 500,000 watt station.

Senator Charles W. Tobey (R), of New Hampshire, the then Acting Chairman of the Committee on Monday denounced charges that Congress in dealing with the Johnson Bill, is interfering with the administrative duties of the Federal Communications Commission, and his reply to contentions that he is biased in favor of Senator Johnson's Bill was postponed when the Senator (Tobey) was called out of the city. He will make his reply on his return.

William B. Ryan, General Manager of Station KFI, Los Angeles, said high-powered stations were necessary to provide some 500,000 farmers in the Pacific Southwest with more and better service.

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NAB HEAD APPOINTED RADIO ARMY DAY COMMITTEE

Last week Justin Miller, President of the National Association of Broadcasters, appointed a special 15-man Radio Committee, composed of Army veterans who spear-headed the radio industry's commemoration of Army Day yesterday, April 6.

Among those named were David Sarnoff, Chairman of the Board of the Radio Corporation of America; William S. Paley, Chairman of the Board of the Columbia Broadcasting System; A. A. Schechter, Vice-President of the Mutual Broadcasting System; Albert Warner, Chief of the MBS Washington News Bureau, Mark Finley, Public Relations Director for Don Lee; Robert E. Kintner, American Broadcasting System, Ken R. Dyke, National Broadcasting System, James Hanrahan of Scripps Howard Radio, Inc., of Cleveland.

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ALF LONDON ASKS TELEVISION PERMIT

Former Governor Alf M. Landon of Kansas on Tuesday, April 6, applied to the Federal Communications Commission for a construction permit for a new Commercial Television Broadcast Station at Denver Colorado, to be operated on Channel 5, 76-82 megacycles, ERP of vis. 16.9 kilowatts, Aur. 8.5 kilowatts, and doing business as Landon Television Broadcast Co. Mr. Landon now operates standard radio stations in Denver, Leavenworth, Kansas, and Liberal, Kansas, but to date has made no FM applications.

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NEW DATE SET FOR DON LEE STUDIO DEDICATION

Formal dedication of the new \$3,000,000 Mutual Don Lee television-radio broadcasting studio at 1313 North Vine Street in Hollywood which had been set for May 22, has been postponed until completion of the building early in September.

"Rather than take a chance against the possible risk that our new studios may not be perfectly engineered and acoustically balanced by May, we have decided to set a new date for the dedicatory program", it was stated by Lewis Allen Weiss, Vice President and General Manager, after a Don Lee executive conference with acoustical and construction engineers.

Previously, it had been planned to complete a portion of the huge three-acre studio in time for the dedication ceremonies.

However a press and agency luncheon and preview on May 18th, luncheon and meeting for all Mutual and Don Lee affiliates on the 19th and a Mutual Board meeting on the 19th and 20th.

Work, which began many months ago, on the \$300,000 "magic electronic brain" is almost completed, according to Engineering Superintendent Bob Arne.

Measuring 32' in length and 10' in height, this giant master control board is the heart of the new \$3,000,000 Mutual Don Lee television, radio and FM studios. Six men did the actual installation in approximately six weeks and although there is still some minor detail work to be done, the control board itself is ready for operation.

The most modern of its kind in the country, this equipment was custom built by the Western Electric Company following the specifications set by the Don Lee Broadcasting System's Engineering Department.

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SENATE PASSES D.C. DAYLIGHT BILL

By a vote of 46 to 17, the Senate on Tuesday, April 6, passed and sent to the House the McGrath bill to permit the District Commissioners to establish daylight saving each Summer in Washington

A battle against the plan was carried on by Senator Overton (D), of Louisiana, who asked that the District Commissioners be allowed to hold an official referendum on daylight saving time. However he lost out and the bill was passed.

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According to an Associated Press report of last Saturday, the National Broadcasting Company and the Columbia Broadcasting System have begun informing affiliated stations that they intend to use double-time program operation when daylight saving time begins. This is the scheme that enables programs to remain at the same clock times no matter whether daylight or standard.

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"WGN-TV SALUTE TO CHICAGO" GOES OVER BIG

The much-heralded TV Day arrived in Chicago Monday night, April 5th, when WGN, the Chicago Tribune station, aired the first scheduled television programs with what is said to constitute a million dollar investment in equipment, programs and staff.

The official dedication of the new station took place in a two-hour program starting at 8 o'clock, which was televised before an invited audience in the WGN studio theater. Col. Robert R. McCormick, editor and publisher of the Chicago Tribune was to have delivered the opening address but due to illness was unable to do so and his greeting was read by John Mallow, an announcer, which was as follows:

"Just 100 years ago tomorrow the first telegraphic message was reviewed in Chicago. Ninety-nine years ago The Chicago Tribune became the first newspaper in the west to install a telegraphic news service. News was brought to the Tribune by electrical impulses sent by wire from Michigan City.

"Tonight we are sending a new type of electrical impulse over a radius of some 45 miles from a television antenna. We are sending speech and sound. We are transmitting extraordinarily faithful and brilliantly lighted images. We are operating from temporary studios. We are televising with new equipment installed at a cost of about a half million dollars. And this, of course, is but the beginning.

"It is a beginning in a new medium of mass communication. It is a venture into new forms of engineering, advertising, reporting and entertainment. In what ways and to what degrees television will serve to inform and lead public opinion we cannot tell. How quickly and how effectively we can develop new skills and new themes we do not know. I confess that I, myself, understand appalling little about the techniques of television. But I do know that the men and women who have worked so skillfully to make our first telecast possible have served with courage, intelligence and enthusiasm. You and I owe them our admiration and thanks.

"Finally, since this is a pioneering venture, I should like to record my own feelings in having a part in it. The pioneer, of course, sought new lands, new opportunities, new wealth and a finer future. But he also sought something else. And that something was not material. The pioneer sought new scenes and new horizons. He felt that in casting off the old he was adventuring toward something more splendid and more spacious. He marked out the trail, not only for himself, but for others. He went among the first and there was high adventure in his going.

"It is this feeling of adventure that I would communicate to you. In television we have embarked upon another of America's adventures. Come along with us. Let us share the adventure together!"

Gov. Dwight H. Green of Illinois and Mayor Martin H. Kennelly of Chicago were among the speakers.

WGN-TV operates on Channel nine, with an effective radiated power of 30 kilowatts, which should insure viewers within a

45-mile radius of the antenna atop the Daily News Building a clearer and sharper image than has previously been possible, providing receivers are properly adjusted.

The Chicago Tribune on Sunday, April 4, issued in the launching of the WGN-TV telecasting Monday night by a special 40-page television supplement in which were printed several articles based on interviews with Wayne Coy, Chairman of the Federal Communications Commission; J. R. Poppele, President of Television Broadcasters' Association and Mutual Broadcasting System Director; Gov. Dwight Green and Mayor Martin H. Kennelly. Also there was a signed article by Frank P. Schreiber, General Manager of WGN, Inc.

Larry Wolters, Radio and Television Editor of the Tribune, wrote in part as follows:

"The television boom is on. Spreading westward across the nation. It has embraced the middle west, with Chicago as its focal point. With WGN-TV going on the air regularly, starting tomorrow, Chicago gets its second commercial television station, the other being WBKB, operated by Balaban and Katz. Four stations and regional networks are in prospect for Chicago viewers this year.

"Two more video outlets are expected to open in September: WNBQ, National Broadcasting Company, and WENR-TV, American Broadcasting Company. An experimental station, W9XZV, is operated by the Zenith Radio Corporation. Applications for the three remaining channels available to Chicago (limited to seven under Federal Communications Commission allocations) have been made by WBBM-CBS, WJJD, WIND and Zenith. * * * * *

"Some 16,000 video receivers already have been distributed in Chicago (30,000 in the middle west) and the teleset count is expected to surge upward rapidly as WGN-TV comes on the air to give viewers many new program features.

"Already in the forefront of television receiver and parts manufacture, Chicago is moving into the spotlight as a program origination center. Because of its strategic location at the crossroads of the nation and the wide variety of its educational and entertainment features, Chicago, along with New York and Hollywood, will lead the way in both regional and national telecasting as it did in radio development 25 years earlier.

"Numerous television program production companies, which will offer both live talent and film features, are springing up in Chicago. Forward looking Chicago advertisers are blazing trails in using the new medium to tell their sales stories,

"Chicago soon is expected to become the hub of regional networks reaching out to Milwaukee, Detroit, St. Louis, Cleveland, Cincinnati, and Minneapolis - central states cities which already have television.

"A spokesman for the American Telephone and Telegraph Company recently announced that it expected to have two television channels - one operating in each direction - ready in October (for the football season) reaching from St. Louis, through Chicago to Cleveland. One channel would be available to carry programs from this network to Buffalo by Fall. * * * * *

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HUMAN RADIO IS LATEST REPORTED FROM GERMANY

Dr. Robert T. Lustig of Grand Rapids, Michigan, has reported a discovery from Germany that certain parts of the body are controlled by impulses that do not travel over nerve trunks but over "human radio waves". Dr. Lustig was sent to Germany by the United States to make a study of the progress being made there in biophysics. The radio transmission theory was credited to Dr. B. Rathjewsky, Director of the Kaiser Wilhelm Institute in Frankfurt-on-the-Main in Germany.

Dr. Rathjewsky's theories of human radio waves are complicated, Dr. Lustig said, but "they explain many mysteries in interrelationships in body mechanisms."

"The impulses", he explained, "come from tissues - mostly from the brain - and strike a response with certain distant tissues in the same way that a radio sending station need not be wired to a receiver. Dr. Rathjewsky determined human cells are miniature oscillators.

Some of the theories, Dr. Lustig added, still are considered controversial. He said Dr. Rathjewsky intended to visit this country to explain his findings more fully.

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COMMERCE & INDUSTRY ASSN. REPORT IS AGAINST LICENSING REPAIRMEN

The Commerce and Industry Association of New York reports, according to the New York Times, that it does not believe it wise to license radio repairmen. Such licensing, the Association said, would not automatically curbe abuses, particularly overcharging, in the field of set repair. It would be preferable at this time, the group added, if support were given to the efforts of set manufacturers, dealers and repairmen to police their own industry.

A major problem in connection with licensing radio repairmen, the Association noted, was the rapid rate of new developments in the radio and television arts. A license issued at the first of the year would not necessarily attest to a man's ability to repair "new and revolutionary equipment" which appeared on the market a few months later, the report said.

The Association, acting as a public representative, made its study of the licensing of radio repairmen at the request of City Councilman Stanley N. Isaacs. Mr. Isaacs is considering the introduction of a bill to make such licensing mandatory. The Association's report was signed by Thomas Jefferson Miley, Executive Vice-president.

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RADIO PIONEERS ELECT OFFICERS

Edgar Kobak, President of the Mutual Broadcasting System was elected President of the Radio Pioneers at a dinner meeting held last Friday night in the Waldorf-Astoria Hotel, New York City, succeeding Mark Woods, President of the American Broadcasting Company, as head of the organization whose members all have had 20 years or more of direct association with the radio industry.

Other officers elected at the meeting were: Frank Mullen, Executive Vice-President of the National Broadcasting Company as First Vice-President of the group; William Hedges, NBC Vice-President in charge of planning and development as Second Vice-President and Secretary; Alfred H. Morton, President of the National Concert Artists Bureau, Vice-President and Treasurer. New vice-presidents named by the Radio Pioneers are Paul Morency, Vice-President and General Manager of radio station WTIC, Hartford, Conn.; Arthur Church, owner and president of the Midland Broadcasting Co., KMBC, Kansas City, Mo.; and Edgar L. Bill, President and General Manager of radio station WMBD, Peoria, Ill.

Among the more than 100 persons attending the dinner meeting of the Radio Pioneers which discussed future operations and plans for expanding the organization were: James C. Petrillo, President of the American Federation of Musicians; Brig. Gen. David Sarnoff, President and Chairman of the Board of the Radio Corporation of America; Judge A. L. Ashby, former Vice-President and General Counsel of the National Broadcasting Co.; H. V. Kaltenborn, NBC commentator and founder of the organization.

Others attending included Frank C. Goodman, Executive Secretary of the Department of National Religious Radio of the Federal Council of Churches of Christ in America; Orrin E. Dunlap, Jr., Vice-President in charge of advertising and publicity for RCA; John Royal, NBC Vice-President; and Phillips Carlin, Vice-President in charge of programs for the Mutual Broadcasting System.

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WILLIAM E. DOWNEY, ASST. CHIEF OF FCC FIELD ENGR. DIV. RETIRES

William E. Downey, Assistant Chief of the Field Engineering and Monitoring Division of the Federal Communications Commission has retired after 30 years of Government radio service. About 100 FCC colleagues attended a testimonial party on March 31, and he has received messages from many friends in the field as well as Washington.

Mr. Downey entered Federal service on May 11, 1918, as an Assistant Radio Inspector with the San Francisco District of the Department of Commerce. He later became Assistant Chief of that Department's Radio Division. He joined the Washington staff of the Federal Radio Commission in 1927 and continued to serve under the FCC established in 1934. After being put in charge of the war-time Radio Intelligence Division for the South Pacific Area until peace was restored, he became Asst. Chief of the then newly-organized Field Engineering and Monitoring Division.

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::: SCISSORS AND PASTE :::
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Wrist Watches And Democracy
(Drew Pearson, "Washington Post")

When Russian troops got into Berlin, they were dazzled even by Hitler's disrupted and shoddy civilization. They bought wrist watches by the bushel. They piled horsecarts full of all sorts of material things. This was a new world. They never knew such things existed. They had heard only Moscow's propoganda that communism produced the best of all things, and for the first time they began to have their doubts.

That's why there have been so many Red army desertions in occupied Europe.

Remembering this, I have been thinking it might be a good idea to beam a radio program to Russia and other semi-iron-curtain countries, offering a hundred wrist watches as prizes for the best letters on how to bring about a democratic peace with the USA - on how to make peace and democracy live.

For the chance to get a wrist watch thousands of Russians and other Europeans would keep their ears glued to the radio day and night. Not only would they do some special thinking about peace and democracy but incidentally they would hear a lot more of the State Department's propoganda broadcasts. Most important of all, they would do some thinking about friendship with the United States.

Maybe I'm wrong, but somehow I think the idea might work. At any rate you can't beat something with nothing. You can't like phony ideas except by getting better ideas to take their places. And we can't sit watching the world drift toward war without doing something about it.

Perhaps we could stage a quick trial of the idea in Italy where democracy is fighting a vital front-line battle, then later warm up to a longer radio barrage to the Russian people on how to make democracy live.

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Vacuum Tube Used As Record "Needle"; New Noise Suppressor
(T. R. Kennedy, Jr., "New York Times")

A tiny phonograph pick-up, actually a small vacuum tube with a jeweled needle projecting from its tip; a novel noise "suppressor", and a new, high quality loud speaker - comprising the latest such devices from the Princeton Laboratories of the Radio Corporation of America - received their first public showing in March before several hundred acoustic experts. The occasion was the first official meeting of the new Audio Engineering Society.

The tiny pick-up is no larger than a one-inch section of a lead pencil and weighs a fraction of an ounce. The noise suppressor it is said, is not only effective in phonograph-record reproduction, but also in broadcasting.

The noise suppressor was particularly effective when old and partly worn-out records were played. It operates on the principle that a small amount of the music, when the disk is played, invariably is "masked" by the noise and cannot be heard clearly, if at all.

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::: TRADE NOTES :::

Senator Charles W. Tobey (R), of New Hampshire, Acting Chairman of the Senate Interstate And Foreign Commerce Committee, announced his engagement today (Wednesday, April 7) to Mrs. Loretta Rabenhorst, 53, a retired District school teacher. The 67-year old Senator, whose first wife died last year after a long illness, said that the marriage would take place late this year.

Mutual-Don Lee affiliate KYOS in Merced, California, has been granted a construction permit for an increase in power to 5,000 watts on a new frequency of 1480 kc. It is expected that KYOS will start operating with this new increase in power on their new frequency about September 1st.

Another NBC-produced newsreel - bringing to nine the total of filmed news shows on NBC's Television's East Coast network weekly - will be added to the video schedule tonight (April 7).

David E. Kahn, Chairman of the Board of Radio and Television, Inc., conferred with President Truman at the White House Monday morning.

A new television receiver permitting movement of a ten-inch direct view picture tube from side to side over a sixty degree arc was shown in New York last week by the Crosley Division, Avco Manufacturing Corp., in a press preview in the Waldorf-Astoria Hotel. The receiver is part of a console combination housing AM-FM and short wave radio reception and an automatic record changer. It will list for \$795 plus installation and Federal tax.

Quantity shipments are being made of the new receiver to distributors in all regions with television transmission facilities.

Federal Communications Commission hearings involving three suburban radio stations in Washington that are seeking a Washington FT channel were postponed Monday until April 26 after an attorney asked for more time to study the case.

Involved in the hearings are the Montgomery FM Broadcasting Co. (Station WHIP), the Potomac Broadcasting Co. (Station WPIK) and the North Virginia Broadcasters, Inc. (Station WARL). The three companies seek the one remaining Class B frequency allotted by the FCC for broadcasting to Metropolitan Washington.

T.A.M. Craven, Vice-President of the Cowles Broadcasting Co. in Washington and General Manager of WOL, Washington, was re-elected a Director-at-Large of the medium sized stations of the National Association of Broadcasters.

Permission has just been granted by the Federal Communications Commission for the construction of what it is said will be the largest limited common carrier radio-telephone system in the country, authorizing the U-Dryvit Auto Rental Co., Inc., Cambridge, Mass., to establish fixed station and mobile radio-telephone facilities in 21 cities throughout New England and New York State.

A new line of 3½-inch panel instruments of internal-pivot design, suitable for use in radio, power supplies, transmitters, amplifiers, and aircraft, has been announced by the Meter and Instrument Divisions of the General Electric Company.

The new instruments, designated as Type DO-71, have been especially designed for better readability. The elimination of arc lines and distracting printing from the scale and the use of a lance-type pointer and large, clear numerals assure accurate readings,

Thomas Patrick, Inc., Station KWK, St. Louis, Mo., last Friday was granted a petition requesting that the Commission revoke its order of Sept. 19, 1947, designated for hearing application of KWK to change its facilities, and that it reinstate the CP granted April 30, 1947, on condition that it protect WTSP, St. Petersburg, and WMBG, Richmond; accepted supplement to said petition, and the technical exhibit submitted therewith as an amendment to the above application, and granted application to increase night power from 1 to 5 KW, install a DA for night use, subject to reaffirmation by CAA of its approval of transmitter site and antenna system.

J. H. (Robby) Robinson, a veteran in the radio and electronics wholesaling field, has been appointed Manager of the Farnsworth Television & Radio Corporation's newly established New York distributing branch at 108 West 57th Street.

Well known to radio-television wholesalers and retailers throughout the New York metropolitan area, Mr. Robinson was Vice-President and Sales Manager of Kings Electronics Co., Brooklyn, before accepting the new post.

RCA Victor announces the opening of its 1948 billboard campaign with the release of the first in a series of three multi-colored, illustrated 24-sheets featuring various models in the company's home instrument line.

The initial issue features the table model Victrola radio-phonograph combination (Model 77U), and will be followed at scheduled intervals by posters highlighting the Hepplewhite-styled Victrola radio-phonograph console (Model 711V3) and the 1948 version of RCA Victor's popular aluminum and plastic Globe Trotter portable radio (Model 8BX6).

February sales of radio receiving tubes by RMA manufacturers totalled 17,097,461, more than a million above the 16,004,927 tubes sold in January, the Radio Manufacturers' Association reported last Friday, April 2. This compares also with 18,295,955 tubes sold by RMA member-companies in February, 1947.

Of the February total sales 12,908,212 tubes were sold for new sets; 3,005,092 for replacements; 1,117,295 for exports, and 66,862 to government agencies.

Seven radio receiving sets, a gift from the officers and men at the United States Charleston Naval Yard, were presented Tuesday to the officers and men of the seven gunboats purchased by the Cuban Government from the United States last year. The presentation took place at La Punta naval headquarters. The U. S. naval forces became acquainted with the members of the Cuban navy when they were at Charleston preparing to bring the gunboats to Cuba. The radios are intended for the recreation rooms of the vessels.

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HEINL NEWS SERVICE

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Robert D. Heintz, Editor

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April 14, 1948

SENATOR TOBEY, RAYMOND GUY, NBC, SLUG IT OUT OVER FM-TV

No television sports event was more exciting than a hot verbal exchange between Senator Charles W. Tobey (R), of New Hampshire, Acting Chairman of the Senate Interstate and Foreign Commerce Committee, and Raymond F. Guy, Director of Radio and Allocation Engineering for the National Broadcasting Company, over the Federal Communications Commission's kicking FM upstairs, whether RCA did or did not try to hamstring FM, and whether or not the public is being "bamboozled" by the present-day television receivers and setup.

The blow-up came in the Senate hearings of the Interstate Commerce Commission on Senator Johnson's radio bill (S-2231) but for the time being both Mr. Johnson and his bill seemed to be lost in the shuffle.

Being on the day that the dapper 67 year old Senator had announced his marriage engagement, he was in his best form, but young Mr. Guy stood his ground very well indeed, not knowing that such a ferocious attack was to be made on him.

Perhaps the best idea of the scrimmage is a glance at the following verbatim excerpts:

Senator Tobey. With reference to television, it is coming all the time, and I realize that. Do you not think that the purchasers of television instruments in the country now are going to be awfully bamboozled and fooled and lose out terribly?

Mr. Guy. No, sir.

Senator Tobey. You do not?

Mr. Guy. No, sir.

Senator Tobey. Do you think it is good faith to sell them these instruments now in the lower range when it is going to be boosted up later on and require an adapter and entire change of philosophy?

Mr. Guy. Oh, no, sir. I don't think we are going to move out of these frequencies.

Senator Tobey. You know we are going to move television up before we get through, do you not? They are going to have to, are they not?

Mr. Guy. I don't think we are going to give up the use of the present band for a very long time, if ever.

Senator Tobey. How long would you put it? Ever? That is a long time.

Mr. Guy. It is a long time, Senator. But we are going through an evolutionary stage and I am certain that the frequencies that we are now using are going to be in use for a great many years.

Senator Tobey. Speaking of television?

Mr. Guy. Television, yes, sir.

Senator Tobey. You think it is good faith to sell the American people the present instruments?

Mr. Guy. Most emphatically.

Senator Capehart. I would like to get in on this. It is interesting. I do not quite understand.

Senator Tobey. I think the instrument of television of the future is going to be so widely different from the present time that purchasers of the present time will be sold down the river in five years' time.

Senator Capehart. Do you think that will happen by virtue of some law Congress will pass?

Senator Tobey. No.

Senator Capehart. It is not clear to me what it is all about.

Senator Tobey. Merely this. The purchasers of FM in the old days were kicked upstairs. FM was, and they had to revolutionize FM. You know that. A great loss ensued to the manufacturers and purchasers and all. There was inconvenience, and hell was to pay.

Mr. Guy. Yes, sir. I might remind you --

Senator Tobey. History is going to repeat itself in television, in my judgment.

Mr. Guy. I might remind you that the companies I represent - The National Broadcasting Company and the RCA. The National Broadcasting Company introduced testimony advocating that FM remain downstairs.

Senator Tobey. But it was kicked upstairs, was it not?

Mr. Guy. Yes, sir.

Senator Tobey. By virtue of one man's rotten opinion, which was not worth a damn, the Commission took his opinion as against the best experts in the country. You know that. He is now confessing he is to blame for it and his opinion was faulty. You know that, do you not? I am referring to Norton.

Mr. Guy. I would just as soon not become involved in that.

Senator Tobey. I do not blame you a bit. Thereby hangs several tales.

Mr. Guy. Our feeling in the companies I represent, sir, is this: It took some time to arrive at satisfactory standards of transmission which was accomplished in 1940. It took a little time to decide, that is, for the Government to decide, where FM was going to be. RCA and NBC have accepted the government's decision and we have gone ahead and gotten busy with the job and have not vacillated or done anything else to hold it up. We have been out in front, in fact.

Senator Tobey. In what way are you speaking, FM or television?

Mr. Guy. In FM.

Senator Tobey. And RCA did all they could to hamstring FM some years ago and keep it from being what it is today, did they not?

Mr. Guy. No, sir.

Senator Tobey. It did its damndest.

Mr. Guy. No, it didn't.

Senator Tobey. I think history will record that. I make that charge right now.

Mr. Guy. And I refute it, sir.

Senator Tobey. You and I have different opinions. I think it can be demonstrated beyond question. They blacklisted the thing as hard as they could, did everything they could to keep Armstrong down; "a bas", as the French say. They failed miserably because the values were there. They did their damndest to ruin FM and keep it from being where it is now.

Mr. Guy. May I say a few things on that subject?

Senator Tobey. Yes, sir.

Mr. Guy: I don't want to say much. I want to say just this: NBC became interested and RCA, too, in how FM might be adapted to broadcasting in these very high frequencies. We had built a very special transmitter which could transmit either AM or FM on various frequency swings. We had built very expensive and special receivers which could receive each one of those types of transmission. We conducted a very thorough field test. We found out that FM was very good for the purpose. We went before the Federal Communications Commission and said that that was exactly what we wanted. We advocated that FM become immediately a commercial broadcasting service.

Senator Tobey. I am speaking of prior to that time. We need not go into ancient history, but it is a fact recognized by men in the industry that RCA did all they could to preclude FM becoming universally adopted. When they saw it was a good thing, they tried to buy it and could not. So they have gone ahead and followed the course of events. But they did their damndest, and I make that charge very respectfully, to hamstring and to keep down and subordinate FM as long as they dared to do it or could do it, within reasonable realism. I can give that any substantiation necessary. But that is beside the question. Go ahead.

Mr. Guy. If I could, I would like to terminate this particular aspect of FM with this statement: RCA was alert to the things that were being said about it and its presumed FM policy which went on through the years, but felt that it did not require anything being said in return. We felt that it was not reasonable, the things that were being said.

Finally in a lengthy hearing the RCA introduced a lengthy statement which explained its position down through the years. I would like to rest on the statement that was made by Dr. Jolliffe at the lengthy hearing.

Senator Tobey. I would like to rest on Dr. Armstrong's statement.

Senator Capehart. Again I say I do not quite understand all of the testimony and conversation here. I would like to say this: I hold no brief for Dr. Armstrong and I hold no brief for RCA, but I would like to question the advisability of a Senate Committee taking part either in behalf of Armstrong or in behalf of RCA, and I would like to question the advisability of a Senate Committee promoting television or promoting FM or promoting AM or promoting any other type of electronics equipment. I want the record to show that I do not think that belongs in any Senate hearing, and I regret that it has been brought in.

Senator Tobey. The question is overruled. In propriety this committee is charged with AM and FM and all radio matters. As far as I am concerned, it can go any time, any place into matters bearing on the radio industry and its future or past or the performance of the FCC, which I think should be condemned most roundly in many, many instances. I have in my desk in the office accepted evidence agreed to by the FCC Chairman and his cohorts whereby they altered furtively and secretly certain records of the evidence in this case, and the new record entirely obliterated any blame applying to Mr. Norton, whereas before it set forth the mistake he had made and was certified to. That was all changed secretly and the record has been cleared and the truth concealed from the public.

Senator Tobey.(Continued) These are the things, gentlemen, that ought to have the light of day. As far as I am concerned, they are going to any time, any place, anywhere.

Senator Capehart. Your criticism, then, is directed not at the industry but at the Governmental agency?

Senator Tobey. It is directed at a certain branch of the industry and the FCC. They have been in cahoots before, and may be again - Not if I have my way, however.

Mr. Guy. Gentlemen, I would like also to have in the record that I regret exceedingly that this matter came up at all in this hearing. I feel that possibly it establishes in the minds of one of you gentlemen perhaps some hostility toward me as a witness.

Senator Tobey. Not a bit. You looked good to me and I think probably you are very good. Nothing of the sort, sir. The cause is bigger than you or me. Personalities have no place here or anywhere else, but principles do have, and maladministration does have, and deicet does have, and strong-arm tactics do have. That is what this committee ought to stand foursquare against, and I think it will.

* * * * *

Mr. Guy. * * * * * So our position in respect to the job to be accomplished in the Johnson Bill is that this is a very, very valuable resource which will fit into the broadcasting system of the future as years go by to provide better service to the rural popularion, the kind of service that nature provided those channels for.* * * * *

Senator Tobey. You and I were speaking about television. Do you regard the present allocation of television as one which would permit a nation-wide television service?

Mr. Guy. We would like to have more channels. Sometime perhaps we will have more. We do have this so-called upstairs television re-tion, and maybe that will be pressed into service with black and white television sooner than had been anticipated.

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FCC GRANTS SIX EXPERIMENTAL MICROWAVE STATIONS TO W.U.

The Federal Communications Commission last week granted construction permits for six experimental Class 2 microwave stations (8 transmitters) to link Philadelphia and New York. Grant for terminal stations at those cities is conditional on approval of antennas and location yet to be determined. Western Union contemplates providing two single television relay channels (video only) between these points. Such service, on a commercial basis, would be in the 5925-6425 Mc band allocated to common carriers. A reversible circuit is proposed to permit use of two frequencies for transmitting the visual portion of television programs in either direction. This is the first authorization of this nature to Western Union.

It is understood the project is to be ready in time for the national political conventions.

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FINAL DECISION IN NEW YORK FM CASES; DENIED N.Y. DAILY NEWS

The Federal Communications Commission in announcing its final decision last week in the New York FM cases, granted five construction permits for Class B FM stations in the New York City and Northern New Jersey area, and denied the motion of the News Syndicate, publisher of the New York Daily News, and the Methodist Church Board of Missions. The final action was a partial reversal of the FCC's two earlier decisions, having formerly been selected from a group of seventeen applications to receive favorable consideration.

At the same time the Commission announced its final decision, it issued a new Memorandum Opinion and order denying the motion of the News Syndicate to strike from the record in the New York FM cases, evidence presented by the American Jewish Congress relating to the content and policies of the New York Daily and Sunday News. The Commission's final decision on the application discussed the weight to be given to the American Jewish Congress testimony and, with Commissioner Durr dissenting, held that no findings or conclusions should be based upon such testimony.

The Commission said that after "careful consideration, it found that two of the five available FM channels should be allocated to the northern New Jersey area. The choice among the remaining applicants for New York was "a difficult one", the Commission said, since all appeared to be qualified to operate stations.

Those granted the five Class B FM stations available were: American Broadcasting Co., Inc., New York; Unity Broadcasting Corp., of New York; WJCA, Inc., New York; North Jersey Broadcasting Co., Inc., Paterson, N. J.; and North Jersey Radio, Inc., Newark, N. J.

Those to whom applications were denied in addition to the News Syndicate, Inc. (N. Y. Daily News) and the Methodist Church Board of Missions, were:

WBNX Broadcasting Co., Inc., New York; Debs Memorial Radio Fund, Inc., New York; Frequency Broadcasting Corp., Brooklyn, N.Y.; Bernard Fein, New York; WLIB, Inc., New York; Peoples Radio Foundation, Inc., New York; Metropolitan Broadcasting Service, New York; N.M.U. Broadcasting Co., Inc., New York; Amalgamated Broadcasting System, Inc., and Radio Projects, Inc., Newark, N. J.

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GENE BUCK RE-ELECTED DIRECTOR OF ASCAP

The American Society of Composers, Authors, and Publishers last week announced the re-election of seven out of eight of its Directors, whose terms expire this year, according to an announcement made by Deems Taylor, President of the Society.

John J. O'Connor, who declined renomination, was replaced by J. J. Robbins. Those re-elected for three-year terms were Gene Buck, Ray Henderson, John T. Howard, George W. Meyer, Max Dreyfus, Donald Gray and Jack Mills.

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RMA REPORTS INCREASED TRANSMITTING EQUIPMENT SALES IN 1947

Sales of broadcast transmitter equipment by members of the RMA Transmitter Division, including AM, FM, TV and studio apparatus, totalled \$25.8 million in 1947, the Radio Manufacturers' Association, reported Monday. Domestic transmitter equipment sales amounted to \$25,015,677, and export sales totalled \$1,853,104.

AM Transmitter equipment sales for the year amounted to \$5,762,782; FM apparatus totalled \$4,471,042, and television transmitting apparatus aggregated \$5,304,378. Exports of transmitter equipment amounted to \$932,627; studio equipment to \$872,735; antenna equipment to \$15,748; and miscellaneous apparatus to \$31,994.

U.S. Government business alone by RMA transmitter equipment manufacturers last year amounted to \$135,623,975. This included \$85,782,406 in sales of shipboard transmitting equipment; \$26,563,668 of airborne apparatus; and \$23,277,901 of all other equipment.

Domestic sales of airborne transmitting equipment in 1947 totaled \$3,971,025; ground equipment \$212,356. Export sales of airborne and ground transmitting equipment amounted to \$655,152.

Reports of the General Communications Section, of the RMA Transmitter Division, show a total of \$9,631,332 in sales during 1947 of medium and VHF transmitting equipment.

Marine transmitting equipment sales in 1947 totaled \$3,536,312, including export sales of \$1,062,132. Domestic sales of radar equipment amounted to \$1,073,780.

Export and domestic sales of quartz crystals last year amounted to \$1,086,439, of which \$1,038,941 were domestic sales.

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HEARING ON EDITORIALIZATION BY BROADCAST LICENSEES RESUMED

Order of testimony for the resumed "Mayflower rule" hearing, in the matter of editorialization by broadcast licensees, will reconvene April 19, was announced last week by the Federal Communications.

Witnesses for the National Association of Broadcasters will lead off in the testimony, beginning with its President, Justin Miller, followed by Executive Vice President A. D. Willard, Jr., General Counsel Don Petty, Director of Public Relations Robert K. Richards, Program Department Director Harold Fair, and Special Services Director Arthur Stringer.

After which the following witnesses will appear: Berl Lottridge, WOC, Ralph Hardy, KSL, Phil Miller, Gannett Newspapers, William Cuarton, WMT, William J. Scripps, WWJ, Dr. Frederick Siebert, University of Illinois; E. R. Vadeboncoeur, WSYR, United Automobile Workers, CIO; Progressive Citizens of America; Gordon P. Brown, WSAY; T.A.M. Craven, WOL; Louis G. Caldwell, WGN, Frank Waldrop, American Veterans Committee, National Lawyers Guild, Cooperative League of U.S.A. and James L. Fly.

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TELEVISION STUDIED AT AAAA MEET IN VIRGINIA

At the meeting of the American Association of Advertising Agencies held last week in Virginia, those present and representing various advertising groups went in for the study of television as an advertising medium in a big way. The different aspects of the television industry - past, present and future - were described by various advertising specialists, among whom were Dr. Peter Langhoff, Director of Research of Young & Rubicam, Walter Craig of Benton & Bowles, and Kenneth W. Hinks, J. Walter Thompson Co.

Jack Gould, Radio Editor of the New York Times, one of the speakers in the TV panel, warned the 4 A's of diminished returns as a result of too much repetition of visual commercials. The spontaneity of the "live" show most vividly conveys the uniqueness of television, he said, but noted that "as a matter of blunt fact, the television set owner who is not an addict of sports or old travelogues probably will get at the moment only occasional enjoyment from his receiver on Monday through Friday evenings. He also proposed that advertising agencies use credit lines on television programs and declared that agencies will have unprecedented power to influence the American mind through their part in supplying the editorial content of programs.

Dr. Langhoff predicted that television will be expensive in its early stages but he looked for lowering costs as the number of sets increases and as network circuits feel the effects of competition among communications companies. High networking costs, he said, suggest careful study of substitutes such as film recordings and points of program origin not traditional in radio.

"For both radio and television entertainment the American public expects the advertiser to pick up the check", he said. "In radio the advertiser fights for the privilege. Will he in television? That depends on whether or not he is convinced or has a reasonably strong belief that television produces results commensurate with its cost."

Representative Carl E. Mundt (R), of South Dakota, speaking at the annual banquet, declared that the new United States Information Service, of which the "Voice of America" broadcasts are a part, and "the slow but steady evolvement of a new American foreign policy constitute two bright spots in the welter of confusion and contradictions which darken the world picture in these days of educated uncertainty." These factors, he said, "give promise of a new potency in the effort of this country to wage a peace so successfully that communism can be curbed abroad before it proceeds to plunge the world into war."

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MAJ. ARMSTRONG, INVENTOR OF FM, APPLIES FOR TELEVISION PERMIT

The Federal Communications Commission last week received a request for an experimental television station in the "upstairs" band, which he has long contended is the proper place for television, from Maj. Edwin H. Armstrong, inventor of FM. In his application he asked for authority to use 480-500 mc with 50-kw transmitter power fulltime "plus as much antenna gain as appears proper for the television system."

The frequencies Major Armstrong has applied for, which would be located at his laboratories in Alpine, N. J., are at the lower end of the band currently set aside for television experimentation. The band extends upward to about 900 mc.

Professor Armstrong has argued insistently that television's home is above 400 mc and that FM should be given some of the present video frequencies. It was understood he would experiment with both black-and-white and color video. It was in the upper band that the Columbia Broadcasting System sought unsuccessfully to have opened for commercial color television about a year ago and the color question alone poses a primary problem in current discussions of using the band for black-and-white.

The demand for commercial television stations within the present lower-band allocations - ranging between 44 and 216 mc - already has stirred both official and unofficial concern for development of the 480-900 mc region.

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NEARLY 100 TELEVISION STATIONS AUTHORIZED, FCC REPORTS

A total of 93 commercial television stations had been authorized by the Federal Communications Commission up to April 1, 1948. Of this number, 21 were operating. This included 7 regularly licensed stations and 14 stations holding special temporary authorization. Applications for new stations totaled 178.

Television stations are operating in 13 cities - Los Angeles, St. Louis, Cincinnati, Milwaukee, St. Paul, Chicago, Cleveland, Detroit, Schenectady, New York City, Philadelphia, Baltimore and Washington. Authorized stations schedule service to 51 cities in 30 States.

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TELEVISION COMPANY FORMED IN BRAZIL

A television company has been formed in Brazil by Assis Chateaubriand, a Brazilian newspaper executive, according to the Brazilian Government Trade Bureau, according to a report in the Foreign Commerce Weekly. The company will operate in Rio de Janeiro and Sao Paulo. It will be the first in Brazil.

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DR. DELLINGER, FIRST CHIEF ENGINEER OF FCC, TO RETIRE

After 40 years of Government service, Dr. J. H. Dellinger, who has been Chief of the Central Radio Propagation Laboratory of the U. S. Bureau of Standards for the past two years, is to retire as of April 30. Prior to his assignment as head of Propagation Laboratory, he had been chief of the Radio Section of the Bureau for 25 years.

He served as Chief Engineer of the Federal Radio Commission from 1928 to 1929 and as Chief of the Radio Section, Research Division, of the Commerce Department's Aeronautics Branch from 1926 to 1934. During World War II he organized the Interservice Radio Propagation Laboratory and served as a member of the Wave Propagation Committee of the Joint Communications Board of the U. S. Joint Chiefs of Staff.

It is understood that Dr. Dellinger will become radio consultant and advisor for a number of companies and organizations following his retirement and will also continue as Chairman of the Radio Technical Commission for Aeronautics, a post he has held since 1941.

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APC'S WJZ-FM TO GO ON AIR SOON

Mark Woods, President of the American Broadcasting Company, expressed satisfaction that the "green light" now has been given for the immediate presentation of WJZ-ABC programs by frequency modulation in the New York area.

"The action of the Federal Communications Commission means", he said, "that, shortly after April 15, the complete program schedule of Station WJZ also will be broadcast by WJZ-FM. Transmitter equipment has been installed and tested at Lodi, N. J., site of WJZ's regular broadcasting transmitter. Specially designed FM antenna equipment is now being installed."

With the advent of WJZ-FM, the American Broadcasting Company will be presenting its full program schedule in five major cities of the United States - New York, Chicago, Detroit, Los Angeles and San Francisco.

In addition, 74 of the 267 ABC affiliates now are duplicating their schedules by frequency modulation. One hundred and six additional ABC stations have either applied for FM construction permits or have such stations under construction.

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MUTUAL CONCLAVE WILL EMPHASIZE NETWORK TELEVISION

A report of the Mutual network's television activities, both current and proposed, will be outlined to the approximately 500 MBS station owners attending the annual meeting of MBS affiliates in Hollywood on Wednesday, May 19. The report will be made by Edgar Kobak, network president, in the new mammoth broadcasting and television studios, the \$3,000,000 Mutual-Don Lee facilities in the film capital, which will be officially opened in September.

Although the affiliates' meeting will consider all the programming and organizational matters necessary to the operation of "the world's largest network", Mr. Kobak has indicated that much stress will be placed on the network's television plans for 1948 and on a long-range basis. Already Mutual's key station in Chicago, WGN, is presenting regular television programming over WGN-TV, and for the past 16 years the Don Lee segment of the coast-to-coast Mutual network has been on the air with television programs.

In addition to the Chicago and Hollywood television operations, 35 other MBS affiliates are in various stages of television activity. This is particularly true, Mr. Kobak pointed out, for the larger city stations, such as New York, Boston, Philadelphia, Cleveland, Bridgeport, Buffalo, Cincinnati, Miami Beach, San Francisco, Minneapolis, Indianapolis, St. Louis, Pittsburgh, Dallas, Houston, Richmond and Washington, D. C.

Other reports will be made at the meeting by Lewis Allen Weiss, Chairman of the Board of Mutual, a veteran Pacific Coast tele-
viser; J. R. Poppele, President of the Television Broadcasters' Association and a Mutual Board member, Willet Brown, the Don Lee program head now actively engaged in television broadcasting; E. P.H. James, Mutual Vice President and television coordinator; and Frank Schreiber, Manager of WGN-TV.

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WTOP'S MAURICE MITCHELL TO DEMONSTRATE RECORDER TECHNIQUE

Tricks with a tape recorder will be unveiled before a distinguished audience at the University Club of Washington tonight (April 14) when Maurice Mitchell, General Manager of WTOP, will tell members "What's Behind the Scenes in Radio". The University Club has invited a long list of Senators and Congressmen to the demonstration.

Mr. Mitchell, during his talk, will illustrate the versatility and ease with which conversations and interviews can be recorded on the magnetic paper tape.

This tape-recording technique is used extensively by the WTOP-CBS newsroom for local and network programs.

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(For Release Thursday P.M. April 15)

R.E.C. TO HONOR ABC WITH THREE PEABODY AWARDS

To radio's youngest network, the American Broadcasting Company, tomorrow (April 15) will go three of the industry's most coveted honors when Peabody Awards will be made to the "Theatre Guild on the Air", the Boston Symphony Orchestra and commentator Elmer Davis. This is the largest number of Peabody Awards for 1947 received by any single broadcasting organization.

The awards were presented at a luncheon meeting of the Radio Executives' Club in New York's Hotel Roosevelt by Edward ("Ted") Weeks, editor of the Atlantic Monthly.

The award to the "Theatre Guild On The Air" was given "for outstanding entertainment in drama"; to the Boston Symphony Orchestra "for outstanding entertainment in music", and to Mr. Davis "for outstanding reporting-interpretation of the news."

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CBS ADDS NINE TELEVISION STATIONS TO NETWORK

Network television scored its single biggest advance last week with the completion of arrangements adding nine more TV affiliates to the Columbia Broadcasting System. This brings the CBS-TV station count to 12 (the nation's largest), with three - in New York, Philadelphia and Baltimore - now on the air.

"Our arrangements give actual coast-to-coast dimensions for the first time to any television network", Herbert V. Akerberg, CBS Vice President in Charge of Station Relations, pointed out.

The additional nine stations, he said are WFBM-TV in Indianapolis, Indiana; WHIO-TV, in Dayton, Ohio; WKRC-TV, Cincinnati, Ohio; WBT-TV, Charlotte, North Carolina; WHAS-TV, Louisville, Kentucky; WBNS-TV, Columbus, Ohio; KRLD-TV, Dallas, Texas; WNEF-TV, Binghamton, New York and KGDM-TV, Stockton, California. Network arrangements affecting them came within a week of Columbia's television clinic in New York. All have been granted construction permits by the Federal Communications Commission and are pushing their building activities and equipment installation to go into service without delay as CBS-TV network stations.

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"VOICE" OFFERS ITALIANS "DEMOCRACY" ESSAY PRIZES

The State Department's "Voice of America" overseas broadcast last week, according to The Washington Post, arranged to carry details of how Italians could win prizes for essays on "How We Can Keep the Peace and Make Democracy Live."

The grand prize will be a farm tractor. The program also offers 250 wrist watches, 100 shirts, 100 pairs of shoes and 100 radio sets. The contest, under private sponsorship, is to last until May 7. American firms and individuals are donating the prizes.

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SOME FOR--SOME AGIN' RADIOS ON TROLLEYS

There seems to be a lack of enthusiasm for radio on trolleys in Washington despite a straw vote taken among bus and street-car customers. Capital Transit Company officials claimed that 92% of the riders favored the idea, but as in the controversial daylight savings time issue, a few votes seem to put people all in the same category - that they favor the plan. The poll was carried on in cooperation with a radio company and station WWDC-FM.

However, the following letters tend to show that such is not the case:

"In view of news reports a few weeks ago that Capital Transit in Washington, D. C. is considering installation of radios in all streetcars and buses at the entire expense of the radio companies, I protest, and I trust many others will speak their minds for or against such action.

"Is there not more than enough noise in public traffic and inside and outside of cars and buses, without adding to the confusion by forcing those who do not wish to, to listen to radio?"

"Please, please don't."

- S. E. Davidson, Letter to the Editor, Washington Post

"I wish to add my voice to those who have been protesting against the installation of radios in public conveyances. It is proposed to add to the discomfort of riding in crowded buses and street-cars, into which a breath of fresh air rarely penetrates, the intolerable nuisance of having to listen to advertising and so-called music whether we like it or not. If this plan is carried out I will certainly avoid the use of public conveyances whenever there is any possibility of doing so."

- Leonard B. Zeisler, Letter to the Editor, Washington Post

"The cat is out of the bag. All riders on the public transportation system in Washington are to have music whether they desire it or not, because the radio stations wish to sell commercial time, thereby gaining financially.

Whether or not I am in the 8 percent minority described by the Transit News and the radio stations, I am entitled to ride on a public transportation system without listening to music which I do not wish to hear. This is particularly an infringement upon my personal rights when I have no choice but to ride about seven miles each day to and from my office by way of bus and street car. I have no control over this radio equipment as I have in my own home.

"Will the radio stations pay my fare when they inflict upon me their programs at a financial gain to themselves?"

- Mabel Van Dyke Baer, Letter to the Editor, Washington Post

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::: SCISSORS AND PASTE :::
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Petrillo Wows Radio Pioneers
(Dick Doan in "Variety")

Old sparring partners of radio's labor front had themselves a lov feast last Thursday (1) night. It was the annual banquet of the Radio Pioneers. Music czar James C. Petrillo was their top guest, and if he and they were remembering it was April Fool's Day as they melted in mutual affection, they didn't bother to say so. The affair, highlighted by an unscheduled, hair-letting-down talk by Petrillo, was a network office topic next day and did more than a little to win friends for the American Federation of Musicians boss in generally hostile circles.

Petrillo, vowing when he arrived he was in no mood to speechify, got up upon introduction by retiring RP prexy Mark Woods, and, thumbs hooked in vest, had himself a fine time telling jokes and kidding his recent negotiations with the networks. He tossed bouquets around to web brass generally as "fine fellows" and pointed out that he had been "misrepresented in the industry and to the world". Woods had just railroaded through, with no dissent, an election of new Radio Pioneer officers, and Petrillo cracked that he'd be "investigated by Congress for years" if he conducted a union election this way.

Regarding the new network pact, the AFM boss opined that "in the windup we all got what we wanted. We gave them FM. What the hell good is FM? Nobody's using it! We gave them music on tele. Everything we gave them for nothing (pause) They accepted (pause). They said, "Petrillo, you're a smart guy!"

By this time little J. Caesar P. had the small gathering, less than 100 but topheavy with industry biggies, roaring at every remark and gesture. And he was relishing it. He kidded the Congressional hearing at which he was summoned to testify, saying the committee just couldn't understand why he didn't have a formal statement to submit. And he rang down the curtain with an anecdote - "this story don't belong here" - about a bull fiddle player and a bear, which made up in the telling (heavy on the gestures) what it lacked in point. Petrillo sat down a pleased and heartily applauded man.

On the industry's side, Woods had teed off the mutual admiration by introing Petrillo as "battered. . . has posed as a tough guy, but has never really been tough. I take off my hat to him. He's realistic and honest."

Radio Corp. of American Board Chairman David Sarnoff, next up after Petrillo, followed up by saying he thought the AFM-network negotiations "lasted so long because the boys enjoyed Petrillo's stories." Sarnoff added that he always suspected Petrillo had a motive in pronouncing his name "Czarnoff". Case of one czar to another, he thought.

Sarnoff, turning serious, said the present generation should be remembered not for inventing radio, tele., etc. but for what use it made of these wonderful mediums.

U.S. On War Basis June 1, Capehart Warns
(By Charles Finston in "Chicago
Herald-American")

The nation is going back on a full-scale wartime basis by June 1, signalized by the draft of "hundreds of thousands of men" and restoration of priorities on all vital raw materials for war production.

This sensational warning was circularized by U. S. Senator Homer E. Capehart (R), of Indiana, to 13,000 customers of his juke box business here (Indianapolis) in a "confidential" letter bearing his imprimatur, it was disclosed today by The Herald-American.

A similar letter was sent by Indiana's senior Senator to hundreds of salesmen and former distributors.

The Herald-American obtained photostatic copies of two warning letters which bore Capehart's name at the top as Chairman of the Board of the Packard Manufacturing Co. They were both signed William H. Krieg, president of the firm.

One letter, dated April 1, was addressed to Packard customers and said:

"Due to a big re-armament program on the part of our government, and the almost certainty that the government will return to a priority system on all raw materials in about 60 days and that Congress will reinstate the draft in the very near future, it will be necessary for this company on its next run of Manhattan phonographs to raise its prices."

The Capehart letter said the price boost will be \$50, from \$625 to \$675, and continued:

"It is not possible to maintain present prices in the face of billions for re-armament -- hundreds of thousands of men back in the armed forces - and a priority system on scarce materials (which includes all metals) and billions to help all of our allies throughout the world."

Letter No. 2 from the Capehart firm was dated April 5 and was addressed to salesmen. It referred to the communication sent to customers and said:

"For your personal and confidential information, what I have said in this letter are absolute facts. For example, we have today been contacted by the Chrysler Corp. with reference to making the same tank parts which we made during the war.

"Last week we were invited to bid by a Detroit concern on a number of items for war materials....How long this company or any of our competitors will be able to make phonographs after the re-armament program gets into full swing, is a matter of conjecture."

Employees of the juke box company including war veterans, are all mystified by Senator Capehart's methods of salesmanship.

It was disclosed recently that Senator Capehart was forced to withdraw his juke box from the Chicago market because of threats from the Guzik-Capone-Ricca gambling syndicate, which has a monopoly on the juke box distributing business.

Complaints about this were filed by the Capehart firm with the State's attorneys office, but there was no action.

These letters imply he might further curtail production of juke boxes.

Capehart is a member of the powerful Senate Committees on banking and currency, interstate and foreign commerce, and the special committee to study problems of small business

::: Trade Notes :::
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Today's (Wednesday, April 14) Washington Post contained an 18-page extra section with a full roundup of television news. Post staff writers discussed television in the schools and in the home. They told what it's expected to do in bringing you drama, music and sports. FCC Chairman Wayne Coy wrote about television's future. Television industry leaders examine job possibilities and the outlook for cheaper, better sets. Sonie Stein looked over television as D. C. knows it.

Howard S. Meighan, Administrative Vice President of the Columbia Broadcasting System, was the guest speaker yesterday (April 13) at the Washington Advertising Club's luncheon meeting at the Hotel Statler. He spoke on "What Radio Knows About You", outlining various methods of audience research used by CBS including the new radar-operated instantaneous audiences measurement device.

For the first time, effective April 25, 1948, the 500 affiliates of the Mutual Broadcasting System will put into effect a play of delayed broadcasts during the Daylight Savings months which will assure Mutual commercial and sustaining programs uninterrupted release at the same time throughout the year.

For the 22 Daylight Savings weeks, Mutual will, in effect, be operated as four networks which has necessitated the purchase of more than a thousand miles of additional network-lines and which involves recording of Mutual's entire 16 hour schedule for separate release to each of the four division of the network.

Lyle F. Watts, Chief of the Forest Service of the U. S. Department of Agriculture, through a letter to Justin Miller, National Association of Broadcasters, President, has commended and thanked American broadcasters for their cooperation in forest fire prevention.

The Federal Communications Commission announced Tuesday, April 13, its proposed decision looking toward the denial of the application of Wired Music, Inc., for a new station at Rockford, Ill., to operate on 1400 kc., 100 watts, unlimited time.

Residents of the northern section of Arlington County, across the river from Washington, Tuesday night planned personal protest over proposed erection of a 500-foot television tower above the bluffs of the Potomac River.

The matter will be considered at a County Board meeting on zoning applications at the Arlington County Courthouse.

The tower would be erected on land already posted for the purpose, near Upshur St. and Dittmar Road, about one mile from Chain Bridge.

Station WHUM, Reading, Pa., operating with 250 watts unlimited time on 1240 kc., joins the Columbia network as a basic supplementary effective September 1, it has been announced by CBS.

The Senate on April 12 passed H.R. 1036 to provide for the licensing of marine radiotelegraph operators as ship radio officers, and for other purposes after an amendment regarding a date was brought out.

Thomas S. Lee, radio and automobile executive, is on the road to recovery at Coachella Valley Hospital in Indio, following an emergency operation for a ruptured appendix. Mr. Lee makes his home at LaQuinta, on the Coachella Valley desert, having moved there last year in an effort to regain his health from injuries suffered in a serious automobile mishap several years ago.

President Truman last Friday sent the name of Delos Wilson Rentzel, of Parkfairfax, Va., to the Senate for appointment as head of the Civil Aeronautics Administration.

Mr. Rentzel, 39, recently served as consultant to the Congressional Radio Policy Board. He is Chairman of the Board and President of Aeronautical Radio, Inc., and allied companies, which provides radio facilities for established airlines.

After graduating from Texas A. and M. in 1929, Mr. Rentzel entered the Navy, where he served until 1931 as a radio expert. From 1931 to 1934 he was with American Airways, Inc., as radio operator and station manager, later serving until 1943 as Director of Communications with American Airlines.

Among his other jobs he has been President of the Aeronautical Radio de Mexico, from 1944 to 1947; Chairman of the Radio Technical Planning Board of the Aeronautical Radio Panel since August, 1943; Vice Chairman since 1944 of the Radio Technical Commission for Aeronautics; radio consultant to the Secretary of War, helping establish airways communications services for the North and South Atlantic during the war in 1943 and 1944; radio consultant for the Secretary of the Navy in 1943.

National Union Radio Corporation - For 1947: Net income, including \$627,821 non-recurring income, was \$584,708, on net sales of \$6,885,876. Non-recurring income represents gain from sale of machinery, equipment and facilities at Lansdale, Pa., and real estate at Newark, N. J. Company had net loss in 1946 of \$322,413.

The Federal Communications Commission proposed to amend its rules Governing Amateur Radio Services to include in Section 12.101 a reference to certain types of one-way radio communications; to clarify the provisions of Sec. 12.103 which prohibits broadcasting by amateur stations, and to add a new Sec. 12.106 defining certain types of one-way radio communication which may be transmitted by amateurs.

Congress on April 8 was asked for legislation authorizing construction of a \$4,475,000 building to house the central radio laboratory of the National Bureau of Standards. In submitting the request, William C. Foster, Acting Secretary of Commerce, said the laboratory is now scattered in four buildings on bureau grounds and in three locations in Virginia and Maryland. The laboratory undertakes research in all fields of radio.

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APR 22 1948

HEINL NEWS SERVICE

WILLIAM MELL

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heinl, Editor

Founded in 1924

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April 21, 1948

"MAYFLOWER" HEARINGS REOPEN; FREE SPEECH CURB ON RADIO ASSAILED

The Federal Communications Commission on Monday, April 19th, resumed the review hearings on the controversial "Mayflower" rule which would prohibit freedom for the broadcasting of editorial opinions by station licensees just as the publication of editorial is permitted to newspapers. Last March in a five-day session, the FCC heard views of some 30 witnesses on the "Mayflower" decision under which the rule was laid down that a broadcaster "cannot be an advocate".

In the opening gun fired on Monday, Justin Miller, President of the National Association of Broadcasters, told the FCC that he would welcome an opportunity for Supreme Court review of the question.

"I would be delighted if you would decide a case squarely on this point", he said in questioning which interrupted his formal statement. "I hope you will deny a license flatly on this ground, so that we can get it into the Court."

Judge Miller's assertion, called forth by a question from FCC Chairman Wayne Coy as to the number of cases of FCC violation of the First Amendment to the Constitution which have gone into the courts, came in the middle of a closely reasoned statement of the legal aspects of NAB's opposition to the "Mayflower rule".

The NAB President, in his formal statement, after examining the First Amendment's prohibition of laws abridging freedom of speech, turned to the testimony of witnesses against editorializing, in previous sessions.

"Much of the argument - both in public discussion and in this hearing - has assumed that the First Amendment is unsound in principle", he said, "that its results have been unfortunate - so far as press editorializing is concerned, for example - and that this Commission should now step in and correct the errors of our forefathers.

"Much of such argument would be appropriate to a proposal for repeal of the First Amendment, or of that part of it which covers radio broadcasting. But it is not only incompetent, here and now, but impertinent, as well."

Neither, according to Mr. Miller, is there any constitutional justification for the further stated requirement of the Commission that equal opportunity be afforded for expression of opinion on all sides of controversial issues, or even, as provided in the act, for equality of treatment for political candidates.

"Whatever moral ground there may or may not be for providing such an opportunity for all people, and however, desirable general broadcasting policy, there is not the slightest support for it in the First Amendment, or for a contention that Congress has power to make laws abridging the freedom of speech of radio station licensees, for any purpose.

The NAB President cited the Communications Act of 1934, into which Congress wrote a prohibition against censorship by the FCC.

"It is significant", he said, "that Congress, recognizing the limitation imposed on itself by the Constitution, expressly re-imposed the limitation upon the Commission."

Judge Miller listed the four points the FCC is allowed to consider in granting or renewing licenses, as outlined by the Supreme Court: available frequencies, tested by good engineering standards; competency; adequacy of equipment; and financial ability.

Speaking as a practical broadcaster with 20 years of experience, A. D. Willard, Jr., Executive Vice President of the National Association of Broadcasters, told the Commissioners that "the most absurd effect" of the rule is to allow all people freedom of speech by radio except the broadcasters, who is held "inescapably responsible for the programming of the station."

Attacking the opposition argument that the licensee's position as a broadcaster of popular programs would weigh in favor of his point of view, Mr. Willard said he was "profoundly amazed by this argument.

He argued also that removal of the restrictions imposed by the Mayflower ruling would "encourage more discussion of public issues on radio stations, make it possible for broadcasters to present a greater diversity of opinion, and place the responsibility for such opinion where it rightfully belongs, upon the shoulders of the broadcaster himself."

Rex Howell, Manager and co-owner of KFXJ, Grand Junction, Colo., another witness, told the Commission flatly that he has been broadcasting editorial opinions throughout the seven years of the "Mayflower rule", and that he brought to Washington with him transcriptions of some of them, which he would be glad to play for the Commissioners. He further said that licensees could not serve their communities properly without freedom to advocate certain causes and to oppose others.

"Communities, especially small communities, depend on us and are better judges than the Commission can possibly be of their special needs and the quality of service they receive from us", he said.

William J. Scripps, Director of Radio for The Detroit News, which owns and operates a combined alternating-modulation and frequency-modulation radio station WWJ and WWJ-FM, and a television station, upheld the right of the broadcaster to speak out on any issue.

He added that in his 20 years of managing radio stations, he could remember no attempt by any large or small advertiser to influence presentation of news or opinion on the air and he contended that as a matter of practical business policy broadcasters generally always had and always could be depended upon to deal fairly with their audiences in regard to public issues by presenting programs with fairness and impartiality.

Commander T.A.M. Craven, Vice President and General Manager of WOL, Washington, a Cowles station, who appeared as a witness on the second day of the FCC hearings, in opening his testimony Tuesday brought out the point that he "was a member of the Federal Communications Commission at the time the so-called Mayflower Decision and Order was promulgated. It is this decision in which the limitation upon the right of a broadcast licensee to be an advocate first became the policy of the FCC. While the minutes of the Commission show that the Final Order and Decision was handed down by only four members of the Commission, namely, Fly, Walker, Case and Payne, I wish this record to show that I do not recall raising any protest against the Mayflower Decision at any time I was a member of the FCC. As I recall, and I believe the record will support me, the licensee in the case had voluntarily surrendered such rights as he might have had in return for the renewal of his license."

Commander Craven, a Director-at-Large for medium power stations on the Board of the National Association of Broadcasters which elective office he has held since 1944, testified that he felt the Mayflower Decision "is not one in which radio broadcast licensees beseech the Commission for permission to editorialize. It is not one in which the broadcaster seeks to lessen the impact of law or of lawful regulation. It is more in the nature of a protest against the confusion created by the Mayflower Decision of the Commission. It should be apparent that the Mayflower Decision, remaining on the books of the Commission as it does, serves to confuse those who may not interpret the language in any way other than by what is said literally in the decision."

Commander Craven said that it was difficult to interpret the Mayflower Decision of the Commission except in one way, namely:

"1. A radio licensee cannot be an advocate under any circumstances.

"2. A radio licensee must provide full and equal opportunity for the presentation of all sides of public issues. He must present all sides of important public questions fairly, objectively and with bias. He even must be the Voice of Government.

"3. The FCC will punish him if his course of conduct does not conform to the yardstick of the Commission's own making."

"The effect of a broad pronouncement such as is contained in the Mayflower Decision can easily develop into a condition where licensees are not free from fear of Government reprisal for either expressing their own view on matters of interest to the public or for failure to present some other person's views", he went on to say.

"The broadcast licensee does not seek authority from the Commission to broadcast his personal opinions to the radio audience", the Commander set forth. "While the broadcaster may have no greater right than anyone else to broadcast his opinions, the Commission has no legal power to grant, limit or deprive anyone of the right legitimately to express opinions by any method of mass communication."

Former Chairman of the FCC James Lawrence Fly, on the other hand, defended the ruling on editorializing. He contended that far from abridging the freedom of speech guaranteed by the Constitution, the intent and effect of the ruling was to implement the First Amendment by requiring opportunity for the widest possible expression and exchange of divergent points of view on controversial questions of public interest.

Mr. Fly further argued that failure of the Commission to "safeguard" the right of the public to "hear all sides" would contribute to the "monopoly" in the dissemination of news and opinion that was, he declared, the real "menace" to the "freedom" sought and approved by all.

He characterized as "pathetic" the argument of Judge Miller and others that station licensees should be permitted to exercise, equally with newspaper editors, the right of selection in the presentation of news. That contention, according to Mr. Fly, amounted to an argument in favor not only of "abridgment" but "suppression" of free speech by a station licensee, "a pitiful argument indeed", he commented.

Dr. Frederick Siebert, Director of the School of Journalism, University of Illinois, testifying as "an educator and student of communication systems", told the Commission that "This (the Mayflower) ruling comes closer to the area staked out by the framers of the Constitution than any other that has come to my attention."

"Legislators and administrators finally abandoned all attempts to control opinion and left whatever regulating was needed to the courts", he said.

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ARMED FORCES COMMUNICATIONS ASSN. TO MEET AT WRIGHT FIELD

David Sarnoff, President of Armed Forces Communications Association, and also President and Chairman of the Board of RCA, has announced that the second annual meeting of the Association will be held on May 10 and 11 at Dayton and Wright Field, Ohio. Principal speakers at the banquet in Dayton on the 10th will be Secretary of the Air Force, W. Stuart Symington, and Munitions Board Chairman, Thomas J. Hargrave. An exhibition of the latest in Air Force communications equipment and procedures and photographic equipment will be held at Wright Field the following day.

The Association, made up of civilian and military members, is dedicated to the purpose of insuring that our fighting men in the Air Force, the Army and the Navy will have the best in communications and photography if they ever again are called upon to fight for America.

When he made the announcement, Brigadier General Sarnoff alluded to the critical world situation, asserting that at no time in history has science been so woven into the pattern of our lives and that every country is aware that, in order to survive, it must cultivate science.

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RCA SEEKS TO EXCLUDE TELEVISION PATENTS IN ZENITH SUIT

There has been a new development in Zenith Radio Corporation's suit for declaratory judgment to invalidate patents held by the Radio Corporation of America which is being tried in the District Court of the United States for the District of Delaware at Wilmington, Delaware.

On April 19, 1948, RCA filed an affidavit seeking to exclude television patents from the case. If successful, this move would save RCA's television patents from adjudication should Zenith's petition for a declaratory judgment be granted. RCA's affidavit seeking to exclude television patents was signed by A. F. Van Dyke. Van Dyke's affidavit states that Zenith has not built television receivers, therefore television patents should be excluded from the declaratory judgment suit.

Today (Wednesday, 21) Zenith filed an affidavit signed by its President, E. F. McDonald, Jr., stating that Zenith has been building television receivers since 1938; that they have built many of them but they have not sold these Zenith television receivers to the public. The affidavit states they sold one to the Massachusetts Institute of Technology but the rest of Zenith television receivers have been loaned to competent observers. The affidavit further states that Zenith has refused to sell television receivers to the public for two reasons. First, that Zenith felt the public could not get their money's worth in high cost entertainment until a box office was found which would permit the presentation of first run movies on home television receivers. Second, Zenith stated in the affidavit that the Federal Communications Commission had admitted that the present frequencies assigned to television were inadequate for a national service and that as soon as FCC opens the frequencies above 500 mc for the permanent home of television, this will automatically obsolete all present television receivers that have been purchased by the public. For these two reasons, Zenith has refrained from selling television receivers to the public.

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NEW YORK APPOINTS VIDEO COMMITTEE

Edward C. Maguire, Commerce Commissioner of New York City, has appointed a permanent Advisory Committee on Radio and Television, to assist in formulating plans that will aid both the city and the broadcasting industry.

The Committee includes Niles Trammell, President of the National Broadcasting Company; Frank Stanton, President of the Columbia Broadcasting System; Theodore C. Streibert, President of the Bamberger Broadcasting Service; J. R. Poppele, President of the Television Broadcasters Association, Inc.; Lawrence Phillips, Director of the Du Mont Television Network, and Ira M. Herbert, commercial manager of WNEW, New York.

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GAMMONS, CBS V.P. URGES UNIFORM TIME FOR U.S.

Uniform time in the United States means better service to farmers, the President and Senators and Representatives who broadcast, and all the listening public. The Columbia Broadcasting System is "heartily in favor" of a uniform time system in the U.S.

Earle H. Gammons, Vice President in charge of Washington Operations for CBS, cited these points yesterday (Tues. April 20) when he appeared before the Senate Interstate and Foreign Commerce Committee.

In a statement prepared for the committee, Mr. Gammons said the practice of "individual communities shifting from standard to daylight time . . . while other communities continued to observe standard time, has disrupted the broadcasting industry and has inconvenienced the listening public."

He pointed to local programs, such as farm service shows, designed to meet the special needs of listeners in each area which must be broadcast "at particular times of the day in order to provide the maximum effectiveness."

In addition, he said, "when the President, Senators or Representatives make use of network broadcasting to address the people of this country, it is frequently desirable that they be heard simultaneously throughout the entire nation."

Mr. Gammons described the "exceedingly complex" CBS plan, costing \$200,000, whereby the network will buy additional lines and services to set up, in effect, two networks during Summer months. One serves 58 communities in daylight saving time zones, the other serves 108 communities in standard time areas. Programs will be recorded and played back one hour later on the standard time network.

But this "does not by any means solve all the problems", the CBS executive said.

"We believe that the only solution to the problem of the broadcasters, advertisers, and listeners is the uniform observance of the same time system throughout the entire nation - either the uniform observance of standard time during the Fall, Winter and Spring months and the uniform observance of daylight saving time during the Summer months as is proposed by S.2226, or the uniform observance of standard time throughout the entire year", Mr. Gammons concluded.

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A radio program designed to bring listeners into close contact with the morning newspaper, the Seattle Post Intelligencer, has been gaining popularity since its inception a little over a month ago.

Called "Sunrise Preview" for the P.-I.'s Sunrise edition, it is broadcast by Jerry Morris, well known Seattle news analyst. Every broadcast is designed to whet the listener's appetite for news and features he can read only in the sponsoring newspaper.

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MICROWAVE RELAY CHAINS AUTHORIZED BY FCC; GRANTS TV APPLICATIONS

The American Telephone and Telegraph Co. was authorized by the Federal Communications Commission to construct two experimental microwave relay chains - one between Chicago and Milwaukee and the other linking Detroit and Toledo - to provide common carrier service including television transmission. The cost of the two projects is estimated at \$1,400,000. The Chicago-Milwaukee chain will include relay stations near Lake Zurich, Illinois, and Wilmot and Prospect, Wisconsin. Relay sites between Detroit and Toledo have not yet been determined. Equipment and services proposed are similar to those now in effect in the New York-Boston microwave chain. Construction is to be completed by June 15, 1949.

The Commission also granted applications of the A. T. & T. and certain Bell System associated companies for television facilities to connect Detroit, Toledo and Buffalo with proposed wire or microwave networks. It authorized two coaxial units in the Cleveland-Buffalo cable, and television terminals at Buffalo, Toledo, South Bend and Danville (Illinois). The estimated cost is \$350,000 and construction is expected to be completed this year. These supplemental facilities will permit, for example, the televising of programs (including football) originating at Notre Dame and Illinois universities. One television station is in operation and two more are authorized at Detroit, and one is building at Buffalo and another at Toledo.

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FCC CLOSES THREE UNLICENSED RADIO STATIONS

On April 17th, engineers of the Federal Communications Commission in Los Angeles and Portland, Oregon, closed down three unlicensed radio stations operating in the 7 mc amateur band. The three stations were heard by the FCC Monitoring stations using amateur calls which have not been licensed by the Commission. Long-range direction finder bearings obtained at Commission offices in over ten different states indicated that two of the stations were located in the Los Angeles area and the other was located in the Portland, Oregon, area. Specially-equipped direction finding cars were then dispatched to the areas in question and located the unlicensed stations. When the locations of the stations were determined, watches were synchronized and one of the stations in Los Angeles and the station in Portland, Oregon, located over a thousand miles away, were closed simultaneously. The third station was closed a few minutes later. The station in Oregon, which was using the call W7MIL, was operated by William Miller, age 40, 1305 S.E. Lombard St., Beaverton, Oregon; the second station was operated by a brother of Miller and used the call W6BHX. The operator of this station was Harry Miller, age 39, 4204 Folsom St., East Los Angeles, Cal. The operator of the third station using the call W6EZR was John Moreno, age 37, 4111 Folsom St., East Los Angeles, California.

The three illegal operators were informed that the penalty for violation of the Communications Act, as amended is a fine of \$10,000 and two years in prison, or both. The case is receiving further attention.

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WJHK, WJBK-FM, WTVO, DETROIT, LEASE SPACE IN MASONIC TEMPLE

Most drastic change in Detroit's "radio row" in many years is in the making, according to an announcement released yesterday (Tues. April 20) by George B. Storer, President of the Fort Industry Company and the Detroit Broadcasting Company of Detroit.

The two top floors of the west tower of the Masonic Temple, one of Detroit's largest and most picturesque buildings, have been leased by these companies for installation of elaborate television studios for WTVO and studios and offices of WJBK and WJBK-FM, in addition to headquarters executive offices of the Fort Industry Co.

"The Masonic Temple is considered one of the best sites in the motor city for such a radio and television center from a technical, cultural and business standpoint", declared Ralph G. Elvin, Vice President and Managing Director of WJBK, WJBK-FM and WTVO. He added: "Exceptional speed will be applied to the construction of what we believe will be one of the country's finest television plants"

The extra large amount of floor space, heretofore unfinished, he indicated, will allow the television sound stages to be extremely spacious; a factor found to be essential in video programming. A hitherto unfinished theatre, with room for 1,200 seats, in the west wing of the Temple, provides ideal facilities for large studios, dressing rooms, scenery shops, projection booths, etc. A roof garden atop the west tower also offers a location for outdoor recreation and rest facilities for employees of the broadcasting and television stations.

With installation of radio equipment in the building, WJBK and television station WTVO will have ideal facilities for picking up a wide variety of productions, events and activities originating within the walls of the building. It is planned that special cables will connect the stages of the various auditoriums with the master control of radio headquarters.

More than \$280,000 worth of General Electric Television apparatus, one of the largest orders ever placed by a station with a single manufacturer, was negotiated last November and a majority of the equipment has already arrived, with the balance expected within a few weeks. The equipment is of the very latest in design and will list WTVO as one of the most powerful commercial television stations yet licensed by the FCC.

The site for the transmitter and antenna tower has been selected and it is expected that programs will be projected for a radius of 45 miles from mid-town Detroit. It will operate on #2 Channel.

The Fort Industry Company operates seven AM stations, six FM stations, and has construction permits for three television stations with applications pending for other video outlets.

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SEN. REED TO PRESIDE AT LIQUOR AD HEARINGS

Hearings on Liquor Advertising Bills (S. 265, S.2352 and S.2365) started today before the Senate Interstate Commerce Committee. Senator Charles Tobey, Acting Chairman of the Committee, designated Senator Reed to preside at the hearings which will be before the full committee.

S. 265 by Senator Arthur Capper (R), of Kansas, is a revised carry-over from last year and would completely outlaw all liquor and beer advertising in interstate commerce.

S. 2365 by Senator Edwin Johnson (D), of Colorado, would permit only a picture of a bottle plus a few simple descriptive or illustrative words.

S. 2352 by Senators Johnson and Clyde M. Reed (R.), Kansas, provides that an advertisement would be termed misleading if it stated that a beverage (1) is beneficial to health, (2) will increase social or business standing or (3) is traditional in American family life. It would also give the FTC full supervision over all liquor advertising, transferring the powers from the Alcohol Tax Unit of the Treasury Department.

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COMPLETE LIST OF GEORGE PEABODY RADIO AWARDS

The complete list of the George Foster Peabody Radio Awards which received recognition last week (April 15) as being judged the best radio programs and personalities by the Peabody Advisory Board follow. The presentations were made by Edward Weeks, editor of the Atlantic Monthly, Chairman of the Board, and John E. Drewry, dean of the University of Georgia's Henry W. Grady School of Journalism.

William S. Hedges, Vice President of the National Broadcasting Company and President of the Radio Executives Club who were host at the luncheon meeting, presided.

The awards in detail are:

1. Outstanding public service by a regional station: "Report Uncensored", program series of WBBM, Chicago, CBS affiliate, of which Leslie Atlass is Vice-President.

Special Citation of Honor: "As the Twig Is Bent", program series of WCCO, Minneapolis, CBS affiliate.

2. Outstanding public service by a local station: "Disaster Broadcast from Cotton Valley", crisis services by KXAR, Hope, Ark., MBS affiliate.
3. Outstanding reporting and interpretation of the news: "CBS Views the Press."

Special citation for drama: "Studio One." CBS.

- 4. Outstanding reporting and interpretation of the news: Elmer Davis, ABC.
 - 5. Outstanding entertainment in drama: "Theater Guild on the Air", ABC.
 - 6. Outstanding entertainment in music: "The Boston Symphony Orchestra, ABC.
 - 7. Outstanding educational program: CBS Documentary Unit series.
 - 8. Outstanding children's program: "The Children's Hour", series by WQOW, Washington, D.C.
- Special citation: "United Nations Today", a series of the United Nations Network for Peace.

The award to Elmer Davis was his second, a Peabody citation having been presented to him in 1940 for his work in reporting and interpreting the news in 1939.

The Peabody Awards are designed to recognize the most disinterested and meritorious public service rendered each year by the broadcasting industry, and to perpetuate the memory of George Foster Peabody, successful New York banker, and benefactor and life trustee of the University of Georgia. The University of Georgia Henry W. Grady School of Journalism, with the assistance of the National Association of Broadcasters, administers the prizes. They were first given in 1940.

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FTC ACCEPTS ELECTRONIC LAB. STIPULATION-AGREEMENT

The Federal Trade Commission today (Wednesday, April 21) accepted from Electronic Laboratories, Inc., Indianapolis, a stipulation-agreement to cease and desist from representing that any radio receiving set is of a designated tube capacity when one or more of the tubes referred to are devices which do not perform the recognized and customary functions of radio receiving set tubes in the detection, amplification and reception of radio signals. The stipulation of facts sets forth that the corporation has included rectifiers in the tube count of the radios they sell, these rectifiers serving the auxiliary function of changing alternating current to direct current.

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ONE OF MARK SULLIVAN'S VERY FEW SLIP-UPS

"I dropped in to see political columnist Mark Sullivan who's in bed with a severely injured back. He slipped while taking a bath. Lying in bed as a result of the accident, he said that his experience points a moral: 'Don't take a bath.' Maybe the Bedoins of the desert have the right idea. They bathe by rubbing themselves or rolling in the sand." - CBS' Lowell Thomas.

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RMA ANNOUNCES JUNE CONVENTION PROGRAM

A preliminary program for the twenty-fourth annual RMA convention, June 14 to 17 inclusive, at the Stevens Hotel, Chicago, has been issued by the RMA Convention Committee, of which RMA Treasurer and past President, Leslie F. Muter is Chairman.

The four-day session of industry leaders, with President Max F. Balcom presiding, will include meetings of all division and major committees of the Radio Manufacturers' Association and a membership luncheon on Thursday, June 17, but the usual industry banquet will not be held. For the 1949 convention, the silver anniversary of the Association's founding, a gala industry conclave, banquet and many industry features are planned. The convention this year will conclude with the annual RMA golf tournament, Calumet Country Club.

Two meetings of the RMA Board of Directors and election of officers for 1948-49 are scheduled during the June convention. Speakers and other features of the convention will be announced later.

Coincident with the RMA convention the annual convention and trade show of the National Association of Music Merchants will be held at the Palmer House. Exhibits, including those by RMA members, with possibly joint events between the RMA and NAMM sessions, are planned.

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ROBERT MAGIDOFF, NBC MOSCOW CORRESPONDENT, DUE IN N.Y. APR. 22

Robert Magidoff, NBC correspondent who was forced to leave Moscow after being accused of espionage against Russian military installations, arrived in Berline with his wife last Sunday and is due in New York tomorrow (Thursday, Apr. 22), according to Willifm F. Brooks, NBC Vice President in charge of News and International Relations.

In a broadcast from Berlin Sunday, Magidoff said, "There is no sense in my saying that I am not a spy. The Russians know it as well as I do."

The accusation which resulted in Magidoff's expulsion from Russia was contained in a letter to the Russian newspaper Izvestia from Magidoff's American-born secretary, Cecilia Nelson. She said that she had discovered letters in the correspondent's desk from the McGraw-Hill Publishing Company requesting information on secret Russian military installations.

In his broadcast Sunday, Magidoff stated that he was "convinced that she did not take the action on her own initiative. As a Soviet citizen with a Russian husband and Russian parents, she couldn't help doing what she was forced to do by ... the Russians..."

Both NBC and McGraw-Hill have denied any knowledge of the alleged espionage activities. Magidoff has represented NBC in Moscow since July 21, 1941. He was the only American newsman to cover the entire war from Russia, and made many trips to the fighting fronts. Since last April, when the Moscow conference of foreign ministers ended and the Russians reinvoked their ban against foreign broadcasts, Magidoff has not broadcast to the U.S. He has cabled reports and obtained films for NBC television.

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EDITORS FAVOR AP,UP FURNISHING "VOICE OF AMERICA" WITH NEWS

The American Society of Newspaper Editors, winding up its business sessions in Washington last Saturday (April 17) adopted resolutions bearing on the propaganda war and censorship and elected officers.

After a prolonged and lively debate, the Nation's editors adopted a resolution expressing hope that the Associated Press and the United Press would "furnish factual and adequate news summaries" to the State Department.

The resolution to make AP and UP news so available was debated at the afternoon session.

The Department's office of Information and Education Exchange has long wanted AP and UP news for use in its propaganda battle with Soviet Russia. In preparing its "Voice of America" broadcasts and its wireless bulletin, the OIE has had the use of only one American press service - the International News Service.

The AP and UP, it was explained during the debate Saturday have withheld their news reports for two reasons: first, they wanted clients abroad to know that they had no connection with the U.S. Government, and second, they did not want the State Department to broadcast news free that otherwise might be sold abroad.

The resolution, as finally adopted, read:

"Because of the special circumstances arising out of the present crisis in Europe, the American Society of Newspaper Editors expresses the hope that without any sacrifice of principle the Associated Press and the United Press will furnish factual and adequate news summaries to the State Department's Office of Information and Education Exchange. ("Voice of America") We do not suggest a permanent arrangement, but rather one which will endure as long as the crisis lasts."

A resolution concerning censorship which was finally adopted was offered by David Lawrence of the United States News, Washington, and read as follows:

"The ASNE opposes all forms of censorship. To the end that the security of the United States may not be endangered, voluntary cooperation is urged between press and Government covering the publication of information related to the development or use of new military weapons.

Another resolution requested the State Department and the Attorney General to issue visas for entry into the United States of "all bona fide correspondents from other countries who apply for such visas and are established to be legitimate professional reporters engaged solely in news-gathering activities."

The resolution said that the U. S. Government should not "ask more from other governments in the way of freedom of information than it is willing to grant."

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::: SCISSORS AND PASTE :::
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Senator Capehart's Letters Called "War Scare"

(By Robert P. Vanderpoel, Financial Editor, "Chicago Herald American")

For some years there has been a great deal of talk to the effect that businessmen should take a more active part in politics. To this end many businessmen have run for office and some have been elected. The results have not always been fortunate. In fact, we should say that the average has been poor. Instead of becoming statesmen, more of whom are badly needed, many of these businessmen-turned-politicians continue to be businessmen, selfish, grasping for profits, pretty much regardless of the country's welfare.

As a horrible example we would cite Homer E. Capehart, jukebox and phonograph king, who was elected Senator from our neighboring state of Indiana.

Recently it developed that Senator Capehart had no taste for fighting the syndicate of vice and crime that controls the distribution of jukeboxes in this territory.

Yesterday (April 9) two letters were printed in this newspaper signed by William H. Krieg, president of the Packard Manufacturing Corporation (no connection with the Packard Motor Car Company). This is Capehart's company. His name appears at the top of the company's letterhead as chairman of the board.

The letters reflected business at its worst -- a war scare attempt to hurry people into buying the company's products. That would, at best, represent contemptible business practice. The Senator's name at the top of the letter made it a great deal worse. The implication could not be clearer. Here was a tip right from the horse's mouth, from the august United States Senate.

More than 13,000 people throughout the United States were to get this "personal", war-scare letter with its "confidential" information. There were hints about tanks, war, materiel and what the government would do "in about 60 days".

Congressional committees had held hearings and experts had offered testimony that the foreign aid and contemplated rearmament programs could be accomplished without upsetting the domestic economy, provided we acted like grownup, patriotic citizens of a democracy and there was no hysteria and hoarding. The Hoosier businessman-turned-senator, however, would have none of that. He wanted quicker profits, higher prices.

It might be interesting for some of Capehart's colleagues in the Senate who really have the interest of the country at heart to get the jukebox manufacturer on the stand and find out under oath whether he was the one who was giving the president of his company all of this "inside information" and also whether or not the Packard Manufacturing Corporation (no relation to the automobile company) was or was not stuck with a lot of inventories which these war-scare letters were aimed at cleaning up?

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The Senators Were Not Indiscreet
(Marie McNair in the "Washington Post")

There was a beautiful finale to the rededication of the Greenbrier Hotel at White Sulphur Springs at a champagne ball, with West Virginia's Governor, Clarence W. Meadows, present to give the toast to his State; the Duke and Duchess of Windsor among the dancers and Bing Crosby to sing. * * * * *

The Duke, bronzed from his Florida Winter, was on the golf course early, the Duchess joined him later in the day and the two were dinner guests of Robert Young, Chairman of the Board of the Chesapeake & Ohio Railroad, and Mrs. Young before the ball. * * *

Former Senator Burton K. Wheeler, of Montana, claimed the Duchess for a dance while the Duke danced with Mrs. Robert Young, whose gown of cream satin made with a full skirt was encrusted with jewels.

Proving that he's still a good drummer, the Duke of Windsor provided the highlight of the evening, and caused the Duchess to roar with laughter when Meyer Davis presented him with two sets of drum sticks in memory of an occasion 29 years ago. It was Mrs. H. H. Rogers' dance at the Greenbrier when the Duke, then the handsome boy-ish Prince of Wales, was visiting in this country, and was guest of honor at the dance. During the evening, he borrowed the drummer's sticks to play.

Before a battery of cameras, he took up the sticks again last night and to a burst of applause kept a rhythmic beat to "How Are Things in Glochomora." * * * * *

Senator Charles W. Tobey, of New Hampshire and Mrs. Loretta Rabenhorst who recently announced their engagement, had eyes only for each other, taking movies of each other.

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Check Your Powder!
("Variety")

The Hatfields and the McCoys had nothing on the feud currently in progress between broadcast-publisher Edward Lamb and two Ohio publishers the Federal Communications Commission has declared unfit to become licensees. Each side is using its newspaper to wage war on the other.

Last week, Lamb used the entire front page of his Erie (Pa.) Dispatch to print FCC's decision denying S.A. and Isadore Horvitz licenses in their home town of Mansfield, O. The decision lashed out at the Horvitz brothers for insisting on exclusive advertising contracts in their Mansfield and Lorain, O., Journals, and carrying on open warfare with the town's only radio station WMAN. Lamb printed a special Mansfield, O. edition of his paper which he claimed was distributed through the courtesy of the Mansfield chief of police. Both Lamb and WMAN were awarded FM permits in Mansfield.

The Horvitzes have already gone to court to appeal the WMAN grant and are waiting for a final FCC turndown to go to court against Lamb.

Meanwhile, the Mansfield Journal has been carrying daily two-column frontpage articles for the past three weeks vilifying Lamb as a radical and Russian sympathizer, turned Republican for "opportunistic reasons".

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::: TRADE NOTES :::

"New Tower--High Power" was the byword which launched Crosley Broadcasting Corporation's WLWT last Saturday (April 17) with 50,000 watts and a tremendous entertainment and promotional campaign.

Saturday opened a broad programming schedule of local and NBC features and a week of intensive promotion, accompanied by daily open house at the transmitter site. Special shows, displays and exhibits will be on view during the entire week April 17-23. 7,600 persons visited WLWT at its first open house on Sunday.

J. P. Seeburg Corporation, Chicago, juke box makers, are offering a Select-O-Matic non-stop phonograph which will play 14 hours continuously and without repeating a record.

The Federal Communications Commission last week granted a license to the International Ladies Garment Workers Union and it is expected the new radio station will start operating from temporary quarters in September - in time for the election.

A hearing on the Port Huron Broadcasting Co. (WHLS) proposed decision, which held that broadcasting stations may not delete libelous and slanderous remarks from political broadcasts and are not liable for them under State laws, was set last week for May 7 by the Federal Communications Commission, in response to petitions from the National Association of Broadcasters and others.

The American Broadcasting Company has entered into a working agreement with television station WATV, in Newark, N. J., providing for the use of that station for the telecasting of ABC-produced programs to the New York area. WATV, owned and operated by the Bremer Broadcasting Corp., will go on the air May 15 and until WJZ-TV launches its operations in August, will serve as an ABC outlet in the Metropolitan area.

Program managers representing over 475 affiliates of the Mutual Broadcasting System, will convene for a two-day "Program Clinic" at the Hotel Astor, New York City on Thursday and Friday, April 22 and 23, at the invitation of Phillips Carlin, MBS Vice President in charge of programs. "The Clinic" will precede by less than a month the meeting of MBS affiliate owners and operators at the new \$3,000,000 Mutual-Don Lee radio-television studios in Hollywood on May 19. The purpose of the two-day closed meeting is to discuss all phases of programming for the radio network.

Ray L. Hoefler, former District Sales Manager, has been appointed Manager of Distribution for Zenith Radio Corporation. Mr. Hoefler joined Zenith in 1941 as a member of the factory field sales organization, and in 1944 was appointed General Manager of Zenith Radio Distributing Corporation in Chicago. He was named District Sales Manager for the eastern seaboard in 1945.

Governor Clarence W. Meadows, of West Virginia, head of the Logan Broadcasting Corporation at Logan, West Va., has applied to the Federal Communications Commission for a construction permit for a new standard broadcast station to be operated on 1290 kc., power of 1 KW night, 5 KW day and unlimited hours of operation with directional antenna.

An Associated Press dispatch from Manila, advises that the radio jamming of "Voice of America" broadcasts to the Far East comes from the high power Russian station at Khabarovsk, 400 miles north of Vladivostok, United States ships reported Tuesday (April 20).

Robert M. McGredy, for two years a member of the WTOP sales staff, was appointed Sales Manager on Monday (April 19) by Maurice Mitchell, General Manager of the 50,000 watt CBS outlet in Washington. Before and after his service in the U. S. Navy, Mr. McGredy was associated with the Washington Post as a salesman. He joined WTOP April 1, 1946. His new position becomes effective immediately.

A total of \$1,736,721 will be spent this year throughout the country by the 700 locals of the American Federation of Musicians to provide free music for veterans' hospitals and similar institutions. This sum exceeds by nearly \$300,000 the amount spent in 1947. The money comes from a fund created by royalties paid on records and transcriptions under an agreement with recording companies. This agreement was terminated last Dec. 31 in compliance with the Taft-Hartley Act.

Play-by-play baseball broadcasts will be carried this year by more than 200 FM radio stations, the FM Association announced yesterday (April 20) as the baseball season opened. A survey of the 482 stations now on the air and those planning to begin operations shortly disclosed that 192 stations currently are broadcasting baseball according to J. N. Bill Bailey, FMA executive director, who supervised the survey.

Barbara Ward, member of the British Broadcasting Company's Board of Governors and foreign editor of the London Economist, arrived in New York on the Queen Mary yesterday (April 20) to attend the Second Annual Magazine Forum in the Waldorf-Astoria, April 27-28.

Award of a contract for construction of a new building as part of a million-dollar expansion program at the Lancaster plant of the RCA Tube Department for stepping up the production of cathode-ray television picture tubes, has been announced by Frank M. Folsom, Executive Vice-Pres. of the Radio Corporation of America in charge of the RCA Victor Division.

Irving H. Herriott, Jr., salesman for the Zenith Radio Distributing Corporation for ten years, has been appointed a District Sales Manager of Zenith Radio Corporation. He will serve the Lower Michigan and most of Indiana territories. Mr. Herriott joined Zenith Radio Distributing Corporation, wholly owned sales subsidiary of Zenith Radio Corp. as a salesman in 1938 and worked in that position until he entered naval service in April, 1941, after which he returned to Zenith to resume his duties as a radio salesman.

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Radio — Television — FM — Communications

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Robert D. Heidl, *Editor*

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April 28, 1948

SEN. TOBEY ORDERS WHOLESALE RADIO-TV PROBE; TO INVESTIGATE RCA

Acting Chairman Tobey (R), of New Hampshire, more or less threw a bomb into the final hearings on Senator Johnson's bill, (S.2231) to break down clear channels, by announcing that hearings would shortly get under way for a probe of radio allocations, regulations and patent ownership, with TV low-band allocations, particularly stressing an intensive investigation of the operations of the Radio Corporation of America.

When reporters asked the reason for the RCA inquiry, Senator Tobey replied: "Collusion and the efforts of large interests to hamstring progress in radio circles."

Senator Tobey touched off the inquiry last Friday by recalling Raymond Guy, NBC Manager of Radio and Allocations Engineering, to the witness stand. With Mr. Guy on the stand, Senator Tobey renewed his charge that the Radio Corporation of America and the National Broadcasting Company had tried to "hamstring" frequency modulation. When Mr. Guy denied certain other allegations which Senator Tobey made, saying that he was unable to answer policy questions, the Senator called for "somebody who knows" but refused offer of written replies.

Prof. Edwin H. Armstrong, FM inventor and close friend of Senator Tobey, took the stand at the Acting Chairman's request to reiterate his own frequent charges - and those of Senator Tobey - that RCA and the Federal Communications Commission impeded FM.

Senator Tobey demanded whether RCA in past has "loaded" market with one type of set and then obsoleted it with another, and whether this procedure isn't being followed with black-and-white as against color video receivers. Mr. Guy denied charge and said "simple adapter" will permit color on monochrome sets.

Long series of questions about RCA patent policies and relations with manufacturers was posed by Senator Tobey but Mr. Guy said he was in no position to answer them.

Senator Tobey demanded also a list of all public officials to whom RCA has "loaned" TV sets and "Terms of the loan" at the hearing last Friday. Earlier he had charged RCA gave six of seven FCC Commissioners free sets, with only Commissioner Robert Jones refusing. It was further admitted on questioning that other FCC staffers had been "loaned" sets.

Senator Tobey's office reports that as yet no definite dates have been set for such an RCA investigation hearing as he proposes.

It is understood that Dr. C. B. Jolliffe, Executive Vice-President of RCA Laboratories, has asked to appear, along with Mr. Guy.

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CLEAR CHANNEL HEARINGS CONCLUDED

In the final round-up of hearings on Senator Johnson's bill (S.2231), to limit power of radio-broadcast stations, Louis G. Caldwell, Washington attorney for the Clear Channel Broadcasting Service, which opposes the measure, told the Senate Interstate Commerce Committee last Friday, that ^{former} Senator Burton K. Wheeler, of Montana, holds interest in radio stations. Mr. Wheeler earlier in the day had appeared as a witness before the Committee favoring legislation to ban so-called super-power radio stations.

(Senator Wheeler termed Mr. Caldwell's statement "pure unadulterated bunkum for the purpose of misrepresentation", the United Press reported, adding that "super power" for a few stations would give them such a competitive advantage that a lot of small stations would be bankrupt.)

Mr. Caldwell said he accepted Mr. Wheeler's statement that he (Wheeler) appeared before the Committee only on his own behalf and that he was not employed by anybody, but added:

"He (Wheeler) is, however, just as much under an obligation as the rest of us to reveal any interests which consciously or unconsciously might affect his viewpoints on the issues."

While in the Senate, Mr. Wheeler sponsored in 1938 a resolution in which the Senate directed the Federal Communications Commission not to authorize power in excess of 50,000 watts for standard radio stations.

Before the Senate Committee now is the Johnson bill which would write the 50,000-watt limitation into the 1934 Radio Act. It would also break up the 24 existing 1-A clear channels.

Mr. Caldwell, in a statement submitted to the Committee, said that Mr. Wheeler, through members of his immediate family" is "interested in the most profitable" of six stations operated by Ed Craney, of Butte, Mont. He said Station KXLY at Spokane, Wash., is managed by one of Wheeler's sons, and another son, along with the Senator, constitute a law partnership with Mr. Craney as one of their clients.

"I am not charging Senator Wheeler with being influenced by these interests", Mr. Caldwell said. He has, however, asserted that stations of this character will be severely damaged or ruined if the Commission permits higher power on clear channels.

"He has also come out unqualifiedly for duplication on clear channels which would open up an even more desirable facility for this Spokane station."

Summarizing the makeup and arguments of the bill's proponents, Mr. Caldwell maintained that they represent "several inconsistent and contradictory schools of thought" and that they want objectives which are "mutually exclusive of each other."

Those appearing the last day (Friday, April 23), in opposition to the bill in addition to Mr. Caldwell were Victor Sholis, secretary, CCBS; Ralph Hardy and Glen A. Wilkenson, KSL, Salt Lake City.

Those appearing in favor of the legislation on the same day were Commander T.A.M. Craven, Cowles Broadcasting Co.; Frank U. Fletcher, WARL, Arlington, Va.; and E. B. Craney, KXLF, Butte, Mont. Also Raymond G. Guy, National Broadcasting Company, and Dr. E. H. Armstrong, inventor of FM, also testified.

Victor Sholis, representing WHAS, Louisville, Ky., clear channel station, charged backers of the bill with dealing in "generalities".

"The record they left behind them is generously larded with the same venerable, generalized warnings that higher power will drive everyone else out of business", he said. "And we are still without a bill of particulars."

Commander T.A.M. Craven, Vice President, Cowles Broadcasting Co., discussing NARBA and Florida interference, said Cuba was not living up to the spirit of treaty. He had also offered a plan to authorize four or five 1-B stations on each of the 1-A channels with directional antennas.

Col. John H. DeWitt, Jr., President of WSM, Nashville, and engineering director of CCBS, said that he felt that Commander Craven's plan for putting four outlets on each of the 1-A channels is "too close to the limit". The 1-B type of service given by WTOP, Washington, and KSTP, Minneapolis, he argued, is not the type of service which is needed.

Touching on the international aspect, Col. DeWitt said that duplication is exactly what Mexico and Cuba want and they will then be authorized to use our channels.

After the report in the lead story of today's issue, the hearing wound up for the time being.

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CALIFORNIANS FETE REP. LEA

Representative Clarence F. Lea (D), of California, Chairman of the House Interstate and Foreign Commerce (Radio) Committee, dean of Far West Congressmen, who is retiring at the end of the current session after a continuous service of 32 years, was the guest of honor at a California Chamber of Commerce dinner Monday Night (April 26) in Washington, D.C.

Some of the State's best-known citizens joined members of the Congressional delegation in honoring Representative and Mrs. Lea.

At 76, Representative Le has the unique record of having been nominated for Congress by both major parties in 14 out of 16 elections.

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WESTINGHOUSE-PHILCO PLAN RADIO-TELEVISION CENTER IN PHILA.

Plans for Establishment of a Westinghouse-Philco Radio and Television Center, to house all radio and television broadcasting activities of the two companies in the Philadelphia area, were revealed today (28) in a joint statement by Walter Evans, President of Westinghouse Radio Stations, Inc., and John Ballantyne, President of Philco Television Broadcasting Corporation.

The respective operations will occupy the present Westinghouse-KYW Building at 1619 Walnut Street, which will be known as the Westinghouse-Philco Radio and Television Center. Alterations to the structure already are under way.

"As a part of the overall plans", the announcement points out, "Philco television station WPTZ, one of the pioneer telecasters of the country, leases the fifth and sixth floors of the Center. This arrangement will provide the additional studio space made necessary by Philco's rapidly expanding television broadcasting operations. Present studio quarters in the Architects Building will be vacated.

"The space which WPTZ will occupy in the new Center was especially designed for television when the building was erected. It is now rough-finished and ready for interior construction and final finishing. The framework is equipped with all anchorages necessary for the most modern studio construction. The entire fifth floor will be devoted to television broadcasting.

"Under the joint occupancy plan, WPTZ also will use the large KYW Auditorium Studio for audience participation shows; and other KYW studios will be made available as needed for television shows, rehearsals and experimentation."

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ARMY DENIES RCA "LEAKED" RADAR DATA

The Army last week denied published reports that the Radio Corporation of America "leaked" radar secrets. It issued a lengthy memorandum "to correct the impressions" given by Columnist Drew Pearson in an article last December and reiterated two weeks ago.

Mr. Pearson charged that RCA "deliberately flouted the Signal Corps' secrecy order by filing for patents in Germany, Japan and the rest of the world" on radar-connected inventions in 1936. Two of the patent applications applied to an impulse generator, and the third to a signalling system.

The Army said in its memorandum that RCA acted on the generator before being advised that the Government planned to screen inventions important to national defense.

"In contradiction of Mr. Pearson's claims", it said, "there is absolutely no evidence that the application for patent on the signalling system was disclosed abroad prior to V-J Day."

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DURR, FCC COMMISSIONER, RESIGNS; REP. McDOWELL SATISFIED

Last week Clifford J. Durr, Federal Communications Commissioner, tendered his resignation to the President as a member of the FCC, closely following the appointment of Mrs. Durr as Chairman of the Northern Virginia Committee for Henry Wallace.

Last Thursday in the House, Representative McDowell (R), of Pennsylvania, brought up the matter by asking that an Associated Press description of a statement made Wednesday (21) by Frank C. Waldrop, an American journalist, on a ruling made by the Federal Communications Commission, be placed in the Congressional Record. Mr. McDowell felt that Mr. Waldrop who, he said, had long been a recognized authority on matters pertaining to free speech in our nation, "speaks for all of those Americans who are concerned over any attempt to abridge the right of expression in America", and and felt that Mr. Waldrop's objections, as follows, to the FCC ruling should be made a part of the permanent Record.

"The Federal Communications Commission yesterday heard itself called 'the principal enemy of free speech now operating within the Government of the United States.'"

"Frank C. Waldrop, Washington Times-Herald editorial writer, applied the description in an appearance before the Commission to protest the 7-year-old FCC ban against radio stations "editorializing" on public questions.

"Waldrop asked for revocation of the ban and 'a general correction of past policies' relating to supervision of broadcasting.

"The law did not appoint you America's nursemaid, school ma'am, or censor', Waldrop said.

"The no-editorializing rule was as staunchly championed by Norman Matthews, Chairman of the UAW-CIO international radio committee. He said the wording of the ban itself - 'truly free radio cannot be used to advocate the cause of the licensee' - stated the case for retention.

Matthews contended that both the letter and the spirit of the rule is frequently violated by radio stations. He said that 'the licensing of broadcasters to editorialize will be a move toward a monopoly of opinion channels in the country.'

Representative McDowell went on further to say, "I noted in today's (22) paper two news items of particular interest. One was that Mrs. Virginia Foster Durr, the wife of Federal Communications Commissioner Clifford Durr, had accepted the chairmanship of the Northern Virginia Committee for Henry Wallace. The second item listed Commissioner Durr's being scheduled to call upon President Truman at the White House this morning. I feel that I express the fervent hope of 95 percent of the American people that Commissioner Durr tendered his resignation to the President of the United States."

On the other hand, a Washington Post editorial handed a bouquet to Mr. Durr, as follows:

"Although the radio industry may not recognize it, the expiration of Clifford J. Durr's term on the Federal Communications Commission at the end of June will deprive it of one of its best friends as well as of one of its severest critics. Mr. Durr has done a great deal to help radio grow up. He has encouraged broadcasters to emancipate themselves from their advertisers. He has fostered a measure of independence on the part of network affiliates. He has fought consistently for freedom of the air - viewing freedom always as the interest of the listener and insisting that radio make itself a medium for the conflict of ideas which is the essence of the democratic process. He has had faith in the tremendous potentialities of radio and an understanding of its great social impact.

"In asking Mr. Durr to accept renomination, President Truman paid tribute to the quality of his service and made amends, at least in part, for certain past failures to reappoint other men who had served his Administration faithfully and well. The request was the more commendable in this case because Mr. Durr has been a vigorous critic of the President's loyalty investigation program. There ought to be room in the Government for rebels of such courage; they relieve the conformity which is too often the curse of bureaucracy. It is a public misfortune that Clifford Durr can no longer afford the luxury of public service."

Commissioner Durr has been slashing out recently against the Federal loyalty tests among Federal employees and even since handing in his resignation spoke last Friday night at a dinner of the Acoustical Society of America here in Washington, denouncing the President's loyalty check program among Federal employees. He also rebuked the House Committee on Un-American Activities for its procedure in the case of Dr. Edward U. Condon, Director of the National Bureau of Standards. One of his statements which had to do with the radio and press was as follows:

"If security requires the suppression of dangerous ideas, what about our broadcast stations and networks, with their continuous access to the ears and minds of the American people? What about our newspapers, with their tremendous power of moulding public opinion?"

There are rumors flying around as to who may be appointed to replace Mr. Durr, the most prominent of which is the name of Brig. Gen. Telford Taylor, former FCC General Counsel, who has just returned to Washington from Germany where he was U. S. chief prosecutor at the war crimes trials at Nuremberg.

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Charles L. Sefrit, business manager of Bellingham (Wash.) Herald, reports this circulation department score sheet five weeks after discontinuance of Seattle radio station logs:

- Paid subscribers, 19,950
- Cancellations - 12
- Protests - 91

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FTC CHARGES VIOLATIONS IN RADIO & TELEVISION COURSE COMPLAINT

Radio Training Association of America, 5620 Hollywood Blvd., Hollywood, Calif., and its officers are charged in a complaint issued by the Federal Trade Commission with misrepresentation in the sale of correspondence courses in radio and television. The complaint not only charges the respondents with falsely representing the advantages and benefits which purchasers of the courses could expect to receive, but also alleges that use of the word "Association" in the corporate name of their business is deceptive and misleading.

According to the complaint, the respondents represent that one completing their courses is assured of proper preparation and ample training for a successful future career as a technician in the fields of radio and television; that the courses embrace all the practical training necessary for success in these fields; that satisfactory completion of the courses properly equips one with the necessary qualifications to obtain and hold high-salaried positions in the radio and television industry and supplies him with adequate radio shop knowledge for a lucrative future in radio; that they have a modernly equipped radio and television laboratory in Hollywood, in which those students who satisfactorily complete their home study courses can obtain practical training and experience; and that the expenses of this laboratory training, including round trip transportation from the student's home to Hollywood, as well as lodging, are all included in the original tuition fee. Contrary to these representations, the complaint alleges that the true facts are in substance as follows:

The respondents' courses are not sufficient to properly prepare and train one for employment as a technician in the radio and television industry. The best that a student can reasonably expect is to be "somewhat better qualified to enter the trade as an apprentice than one who has not received any practical training or experience or who has not studied the theory of such sciences." The courses do not include any practical training whatever and merely instruct the student in the theory of radio and television. Completion of the courses does not properly equip one with the necessary qualifications to obtain and hold a high-salaried position in the industry, nor does it assure a lucrative career in the radio field. The respondents do not have a radio and television laboratory in Hollywood or elsewhere, nor do they have any means of securing to students practical training or laboratory experience. The student never sees Hollywood unless he does so at his own expense.

The complaint charges that the use of the word "Association" in the corporate name of the business represents that the enterprise is an organization composed of persons engaged, from an educational standpoint, in giving training in the mechanics and science of radio and television engineering and as such has some connection with the radio manufacturing and distributing industry.

The officers of the corporation are Benjamin M. Klekner, Earl L. Kemp, Paul H. Thomsen and I. O'Connor.

Alleging violation of the Federal Trade Commission Act, the complaint allows the respondents 20 days in which to file answer.

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RATE INCREASES GRANTED INTERNATIONAL TELEGRAPH CARRIERS BY FCC

Because most United States international telegraph carriers urgently require additional revenue, the Federal Communications Commission last week authorized emergency rate increases for outgoing commercial and ordinary press messages, effective today (April 28).

The rate increases on such cable and radiotelegraph messages are expected to bring an additional \$3,188,000 to eight carriers, several of which have been operating at a loss. Further revenues of \$295,000 are anticipated through inbound rate increases which may be secured by the carriers.

The changes in rates for commercial messages originating in the continental United States (exclusive of Alaska) and intended for overseas points (except the United Kingdom and British Commonwealth countries) amount to from 2 to 6 cents per full rate word.

The interim increases are the result of petitions by carriers for supplemental relief to that granted by Commission action of last July. Further hearings held last December and January produced more than 1000 pages of testimony and 200 exhibits evincing need of telegraph carriers for additional income to cover increased expenses. Appearances were made by RCA Communications, Inc.; The Western Union Telegraph Co.; Tropical Radio Telegraph Co.; Globe Wireless, Ltd.; All America Cables and Radio, Inc.; Mackay Radio & Telegraph Co.; The Commercial Cable Co.; Commercial Pacific Cable Co.; Press Wireless, Inc.; United States-Liberia Radio Corp.; and Cable and Wireless (W.I.), Ltd.

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FM ASSOCIATION TO HOLD REGIONAL MEETINGS

Region 4 of the FM Association, which includes Delaware, North Carolina, Virginia, Maryland and the District of Columbia, will hold meetings in Washington May 5 and 6.

A forum-type discussion on programming will be moderated by Theodore Granik, of Mutual's "American Forum of the Air". R. C. Embry, Vice-President and Sales Manager of WITH-FM, Baltimore, will be moderator of a forum discussion on selling FM.

Among speakers scheduled for the FMA meeting will be Everett L. Dillard, FMA President; J. N. (Bill) Bailey, the Association's Executive Director; Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association; E. Cleveland Giddings, Vice-President of Capital Transit Co., Washington and Robert F. Wolfe, President of WFRO-FM, Fremont, Ohio.

The afternoon of May 5th, the delegates will tour the Bendix Radio plant in Baltimore as guests of William Hilliard, General Manager of Bendix Radio.

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For Release: Thursday, April 29, 1948:

SYLVANIA ELECTRIC EARNED \$1,162,737 IN FIRST QUARTER

Consolidated net income of Sylvania Electric Products, Inc., for the first quarter of 1948 was \$1,162,737, equal to \$1.06 per share on the 1,006,550 shares of common stock outstanding after deducting dividends of \$1.00 a share on the \$4 cumulative preferred stock. This compares with consolidated net income of \$805,342, equal to 70 cents a share on the common stock for the same quarter a year ago.

Consolidated net sales for the quarter ended March 31, 1948, were \$24,547,529, increase of 4 per cent over the \$23,536,779 of sales for the first quarter of 1947. The demand for Sylvania products continues high, the aggregate volume of production of tungsten and fluorescent lamps, fluorescent lighting fixtures, radio receiving tubes, cathode ray tubes (the television picture tube), radio sets and photoflash lamps being at about the same level as in the fourth quarter of 1947.

Operating results at Colonial Radio Corp., beginning with February, were on a profitable basis, whereas this subsidiary operated at a loss in 1947. In addition to its profit from operations, there is included in Colonial's first quarter earnings a non-recurring net income of approximately \$180,000 arising from a profit on the sale of its assembly plants at Bloomington, Illinois, and Riverside, Calif.

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SMALLER PAPERS LEAN TOWARD RADIO PROGRAM LISTING, ANPA REPORTS

Many smaller newspapers have begun within the last year to charge advertising rates for listing radio programs, it was brought out last week at the 62nd annual convention of the American Newspaper Publishers' Association.

A wide range of problems in the fields of advertising, radio, circulation and business management were discussed during the sessions.

The new tendency for small newspapers to charge advertising rates for radio programs was described by speakers as a defensive move, resulting from the growing space required for AM and FM listings, and for prospective television listings. No paper that has tried the experiment has reverted to free publication of the programs, it was contended.

Mr. J. B. Hartford of The Portsmouth (N.H.) Herald reported that he discontinued printing radio programs when the radio stations in his area refused to pay advertising rates for them. He said that the net loss of circulation was four subscriptions.

The Committee estimated that thus far about 5 per cent of the approximately 600 ANPA members that have less than 50,000 daily circulation have tried the experiment. They said it is being followed with closest interest by other publishers, however. At the meeting in New York, representatives of fifteen additional newspapers indicated they were considering the move.

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RCA DEVELOPS NEW MINIATURE BROADCAST QUALITY MICROPHONE

A new miniature velocity microphone which is smaller than a pack of cigarettes and has the sensitivity of the finest broadcasting microphones is now in production and will be available shortly, it has been announced by the RCA Engineering Products Department.

One of the smallest broadcast microphones yet developed, the new low-cost RCA "Bantam" velocity microphone (Type KB-2C) is designed for use in radio studios, at remote broadcasts, at conventions, and in clubs. The unit is so small that it will not hide the faces of singers, speakers, and others using it. It fits comfortably in the palm of the hand and weighs only 12 ounces, making it ideal for use at remote pickups.

The diminutive size of the microphone is made possible by designing the magnetic structure as a part of the case. New highly efficient magnetic materials employed in the unit have also contributed to the reduction in size, while retaining an output level comparable to the larger, conventional types of microphones.

The built-in swivel which is part of the case allows the microphone to be tilted forward or backward through an angle of approximately 30 degrees. A switch located under the swivel pivot makes it possible to select bass response for voice or music. The voice position is useful for performers who must work close to the microphone, or in studios with long reverberation periods at the low frequencies.

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INTERSTATE COMMERCE COMMITTEE CONCLUDES LIQUOR AD HEARINGS

Last Thursday the Committee on Interstate and Foreign Commerce Committee concluded its hearings on Bills S. 265, S.2352 and S.2365 (described in last week's Radio News Service) prohibiting or restricting the advertising of alcoholic beverages, after receiving further testimony in opposition to the bills from about fifty witnesses. Those in favor of the bills, including Senator Capper, and many others, had testified the day before.

The National Editorial Association opposed "as a form of censorship" proposals to curbe or bar liquor newspaper and radio advertising.

"Small town newspapers are not concerned with the small loss of revenue which may be involved", Arthur D. Jenkins, publisher of the Carlyle (Ill.) Union-Banner, told the Senate Commerce Committee. "They are concerned and I tell you they are seriously concerned with the new field of censorship that is being opened up and which will inevitably be extended to other forms of advertising.

Mr. Jenkins identified himself as a legislative adviser to the N.E.A., a national association of newspaper publishers and

editors, and termed the three bills before the Committee "a form of censorship".

Rev. Sam Morris, San Antonio, Tex., radio speaker for the National Temperance and Prohibition Council, coordinating group for the dry forces, and Henry M. Johnson, Louisville, Ky., attorney and past council president, submitted a statement charging that the radio industry had adopted a "discriminatory" and "one-sided" policy "favoring the liquor forces, to the exclusion of the dry forces."

Senator Reed (R), of Kansas, declared that he has "given up all hope" that the hard liquor industry will "ever observe any rule of decency" in its advertising.

"We have been unable to find a single 50,000-watt radio station in all of America which will sell the dry forces so much as one broadcast of choice evening time to counter the pro-drinking appeals that blanket the national day and night", the statement of the Prohibition Council further stated.

The following editorial appeared in the Washington Times-Herald:

"The dries never stop in their efforts to destroy the right of Americans to drink what they please. Their latest maneuver is an attack on press and radio liquor advertising, although liquor manufacture and sale are legal in almost all the States.

"Now before the Senate Interstate and Foreign Commerce Committee are three bills on the subject. One of these would prohibit liquor ads in newspapers, magazines, radio programs, and all other interstate means of communication. Two would drastically restrict such ads - for example, by limiting each of them to no more than three life-size pictures of the bottle of Old Panther, Northern Discomfort, or whatever beverage was being advertised.

"These are direct attacks on the freedom of the press, as guaranteed by the first amendment to the Constitution. If Congress in a moment of idiocy should pass any one of them, and if the Supreme Court should later declare the statute constitutional, the way would be open to similar government regulation of all other kinds of advertising.

"That would be the beginning of the end of the free press which now safeguards the liberties of Americans - and which enemies of those liberties, from dries to Communists, fear and detest.

"We hope this Senate Committee refused flatly to report out any of these bills. They don't deserve even the polite consideration which the committee has been kind enough (or frightened enough by the dry lobbyists) to give them.

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Bob Hope's definition of Washington, D. C.:

"A small group of buildings surrounded by presidential candidates."

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RMA-NAB ASK RADIO GROUPS TO JOIN RADIO WEEK OBSERVANCE

All organizations and groups concerned either with radio or television broadcasting or the merchandising of radio and television receivers will be invited to participate, both nationally and in local communities, in the observance of National Radio Week November 14-20, a joint sponsoring committee representing the Radio Manufacturers' Association and the National Association of Broadcasters, has announced.

The RMA-NAB Committee, has already received several proposals from other organizations which wish to cooperate in celebrating the 28th anniversary of radio broadcasting, W. B. McGill, Chairman of the joint committee, said.

Invitations to join in the industry promotion program will be sent shortly to organizations representing FM and television broadcasters, national associations of retail and wholesale groups, patriotic organizations, and others closely allied with radio, Mr. McGill added.

National Radio Week activities this year will fall into two major categories, the Joint Committee decided. The first will be a repetition of the "Voice of Democracy" contest for high school students, and the second phase will constitute a climax to the year-round "Radio-in-Every-Room and Radio-for-Everyone" merchandising campaign designed to increase radio audiences by encouraging multiple set ownership in American homes.

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DON LEE PLANS MICROWAVE RELAY, SAN DIEGO TO L.A.

Don Lee Broadcasting System plans to construct a microwave television relay between San Diego and Los Angeles once a grant has been authorized for the former city.

In explaining the plan, which will represent an investment of approximately \$15,000, Harry Lubcke, television director, said that several sites are under consideration, including Mt. Soledad, which would be in line of sight with Don Lee's Los Angeles antenna atop Mt. Lee.

Hearings for San Diego are scheduled for June and once grants have been authorized, it is understood that DLBS hopes to have its relay operative within six months from start of erection.

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Walter Emerson, attorney and legal counsel for Station WENR, was named Secretary-Treasurer of the recently formed Illinois Broadcasters' Association which met in Springfield. Other officers elected at the meeting were Frank R. Mills, WDWS, President; Robert B. Jones, Jr., WIRL, Vice-President; and to serve on the Executive Committee: Arthur Harre, WJJD; Oscar Hirsch, WKRO; Oliver Kellar, WTAX, and Leslie C. Johnson, WHBF.

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The Strangler

(Frank C. Waldrop, Washington Times-Herald)

Everybody who cares about free speech and a free press is bound to find something of interest in some just-finished hearings by the Federal Communications Commission. The FCC is considering whether it ought to change a rule it issued on Jan. 16, 1941, forbidding the holder of a broadcasting license to be "an advocate". This rule has literally strangled most of the radio stations of the country as independent-minded institutions.

Webster's New International Dictionary defines an advocate as one who defends, vindicates or espouses any cause by argument.

Let us suppose that in time of war a broadcaster feels moved to advocate the cause of the United States. The FCC has told him that he must not.

Suppose he wants to advocate going to church on Sunday. He is forbid by the FCC to do so, on the pain that it will withdraw his license to do business.

Imagine that a fire or a storm should lay waste this city of Washington. The FCC has already warned the broadcaster that he must not advocate giving humane assistance through the Red Cross.

In the course of that order issued in 1941, the Commission stated that "freedom of speech on the radio must be broad enough to provide full and equal opportunity for the presentation to the public of ALL sides of public issues." But what is its definition of a public issue? Is religion a public issue?

If that 1941 rule means what it says, no broadcaster's license is worth the paper it is written on, for the atheists and the people who differ as between religious concepts certainly do not and in practical fact cannot have equal opportunity on the radio.

Suppose a Mohammedan demands that the National Broadcasting Company let him have time equal to that given to Msgr. Fulton J. Sheen on a Sunday afternoon. What does the FCC say the broadcaster must do?

There are not only atheists in this country and people who quarrel about religion, but there are also people who don't like the Red Cross. Is the broadcast license holder required under that 1941 rule to let everyone of these jump up to his microphone and contradict him, if he advocates that the public go down to the blood banks and help save human life in a time of urgent emergency?

In time of war, where will the FCC draw the line?

The fact is, of course, that neither radio nor other information medium can fairly promise a full and equal opportunity to all sides of public issues. It must juse judgment, in the final analysis, in every day's scheduling of events. It cannot rely on any automatic rule. Yet the FCC has said that radio MUST NOT use judgment, but must give "all sides" of public issues, and that without even explaining what it means by a "public issue" let alone telling how a broadcaster can give "all"sides.

Instead of providing the broadcaster with a clear and unmistakable rule he can follow with certainty, it has loaded upon him an impossible responsibility and has taken upon itself an equally impossible one.

Suppose, for instance, the FCC is challenged by a broadcaster with courage and ingenuity. How will it strangle him?

It tells him that he, personally, shall not be an advocate. Very well, suppose he lets someone else advocate his cause? Where does the FCC draw the line, there? Nobody can find out, from the record.

The Commission, therefore, has an opportunity now in revoking this rule of 1941, to lay down a standard that is honest and workable. The rule should be that the license holder, subject to penalties and responsibilities of general law, shall exercise his own judgment as to what he shall broadcast just as the editor of a newspaper exercises his own judgment.

At present the FCC is attempting to qualify itself as a censor of the public mind in the United States. It shows no confidence in the public mind itself.

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Claims Telford Taylor Is Being Called Off
(Drew Pearson, "Washington Post")

A damaging piece of paper has just been found in Germany. It is a memo, written during the war, asking authorization to erect a new crematorium big enough to burn 40 bodies daily at the Auschwitz slave-labor camp run by I. G. Farben.

This evidence is expected to clinch the guilt of I. G. Farben directors for their war guilt in helping to kill thousands of laborers drafted by Hitler from occupied Europe.

But just as this evidence was uncovered, a strange thing happened in Nuernberg. Gen. Telford Taylor, hardworking war-crimes prosecutor (former FCC General Counsel), got instructions to come home. Taylor, at first, demurred, but Washington insisted. Just out of the hospital after an airplane accident, Taylor obeyed orders and is now back in the USA.

Simultaneously, certain highly placed defense chiefs have started a quiet drive to save both the factories and the personnel of I.G. Farben, the Krupps and other big Nazi munitions-makers.

This is probably the most significant development in Germany today.

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Taft Tells Pompeii Not To Worry
(Drew Pearson, "Washington Post")

Ohio's usually solemn Senator Robert A Taft and his wife were listening to a radio program, "CBS Was There", dramatizing ancient times in modern language. This particular program was based on the fall of ancient Pompeii, and the dramatization was grim and gruesome.

The people of Pompeii starved as their city was torn to pieces. As the program closed Senator Taft picked up the phone and called Columbia Broadcasting.

"You can tell the people of Pompeii", he said, "not to worry. The Truman Administration will ask for a \$42,000,000 relief program for them next week, I'm sure."

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::: TRADE NOTES :::
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Dr. Edwin H. Armstrong, Alpine, N.J., has been granted a construction permit by the Federal Communications Commission for a new experimental television broadcast station; frequencies to be assigned by Commission's Chief Engineer; power 50 KW (operating) Dr. Armstrong was the inventor of FM radio.

Paul Whiteman and Murray B. Grabhorn have been elected Vice-Presidents of the American Broadcasting Company. Mr. Whiteman is ABC's Director of Music. Mr. Grabhorn is manager of the stations owned and operated by ABC including WJZ, the net's key outlet in New York City.

Guy della-Cioppa, for the past two years Assistant to the Chairman of the Board of the Columbia Broadcasting System, has been appointed Associate Director of Network Programs, Hollywood. The number of network productions which originate in Hollywood and the mounting demand for CBS package programs made it essential to further expand network operations on the Coast.

Joe McCaffrey, commentator and newsman, and formerly CBS Washington correspondent, has been appointed to the news staff of Radio Station WOL, Col. Albert L. Warner, Director of News for that station recently announced.

Both sales and earnings of the Bendix Aviation Corporation increased sharply in the first quarter of the company's new fiscal year compared to the similar 1947 period, Malcolm P. Ferguson, President, reported to stockholders in a meeting at South Bend, Indiana, last week.

Consolidated gross sales, royalties and other operating income for the three months ended December 31, 1947, the first quarter of 1948 fiscal year, amounted to \$38,991,753 compared to \$32,332-814 for the similar period last year.

The company's new commercial electronic automatic pilot, introduced shortly after V-J Day, is now being used on planes made by seven leading manufacturers in the United States and Canada, and on 17 principal airlines operating in all parts of the world.

In conjunction with plans of the National Broadcasting Co. to begin television operations on the West Coast in the near future, Assistant Manager George Greaves of NBC radio station KNBC, San Francisco, will visit Washington to study video operations at WNBW. Mr. Greaves will spend a week with WNBW Program Manager John Gaunt looking over the technical and programming phases of WNBW's operations with a view towards applying WNBW's experiences for West Coast programming.

H. R. Baukhage, ABC radio commentator, newspaperman and lecturer, has accepted the chairmanship of the Washington, D. C. committee for the Crusade for Children of American Overseas Aid-United Nations Appeal for Children.

An agreement on the site and dates of the National Association of Broadcasters' annual conventions of 1949, 1950, and 1951 was signed last week by Howard Lane, WJJD, Chicago, Chairman of the NAB Convention Sites and Policy Committee, with Robert Quain, manager of Chicago's Stevens Hotel.

The agreement fixes the Stevens Hotel as the site, and April 8-13 as the time of the 1949 Convention. It includes also options on the week of April 14-19, 1950, and the week of April 16, 1951, for subsequent conventions.

Robert M. McGredy was appointed Sales Manager of WTOP, in Washington, last week. Mr. McGredy, a member of the WTOP sales staff since April 1, 1946, fills the vacancy created by Richard Linkroum's reappointment as WTOP Program Manager last March.

Dorman Israel, Vice President of Emerson Radio and Phonogram Corp., forecasts that radio will remain the principal daytime form of broadcasting.

"The shirt-pocket or vest-pocket radio, he believes, "is not more than five years away."

The public can expect an increasing variety of sets - including more models with built-in tape or wire recorders and eventually, facsimile newspaper receivers.

The American Broadcasting Company has signed two-year affiliation agreements with four additional stations in its television network. The new ABC television affiliates are: WMAL-TV, Washington, D. C.; WTCN-TV of Minneapolis, Minn.; KFMB-TV, San Diego, Cal.; and WDSU-TV in New Orleans, La.

The Radio Corporation of America has just put out an attractive brochure on "The Magic of making television picture tubes".

Lyman Bryson, CBS Counselor on Public Affairs; Leon Levine, Director of Discussion Broadcasts; George Crothers, Assistant to the Director of Education; and Don Lerch, Director of Agricultural Broadcasts, will represent the Columbia Broadcasting System at the 18th Annual Institute for Education by Radio to be held in Columbus, Ohio, April 29-May 3.

A television set which projects a picture three feet by four feet under normal lighting conditions is now being produced by United States Television Mfg. Corp., it has been made known by Hamilton Hoge, President of UST. The new model uses a special metal screen developed by the company which, with the new UST circuit, is said to mark a great advance in projection television.

The first television "Oscar" has been awarded to Mr. George More O'Ferrall, a senior drama producer at the British Broadcasting Corporation Television Station at Alexandra Palace, London, for his work on "Hamlet", televised by the BBC last December.

The award took the form of a silver medal and was for the most artistic television production of the year. It will be presented annually. The presentation took place at the 21st anniversary dinner of the Television Society, which was founded in 1927 for the furtherance of study and research in television and allied problems.

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