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March 12, 1947

STATE DEPT. SEEN TRYING TO PUT U.S. INTO RADIO BUSINESS

Charging that some members of the State Department want to put the United States Government into the broadcasting business and that as a starter they have advocated a Government controlled International Broadcasting Foundation to take over short-wave programs and disseminate American views throughout the world, E. F. McDonald, Jr., President of the Zenith Radio Corporation stated today (12) to Senator C. Wayland Brooks (R), of Illinois:

"Even though the proposal is sugar coated by a vague suggestion that domestic broadcasting companies and some institutions be represented on the Board of Trustees, the Government would run the show just as firmly as the British Government runs propaganda through BBC.

"The State Department is already up to its neck in the field of international broadcasting, with programs going out in twenty-five different languages at a cost of more than \$8,000,000 per year. The proposed foundation would make continuation of this war-born propaganda activity a permanent part of our government, with substantial expansion and increase in cost.

"In my opinion this is a bad and extremely dangerous proposal."

Commander McDonald said further in his letter to Senator Brooks:

"At the time of Pearl Harbor there were fourteen licensed international short wave stations operating in the United States. All were erected by private capital, all were operated by their owners at a total cost over the years of many millions of dollars. During the war Government funds were used in construction and operation of additional short-wave stations, just as Government money was used to construct and operate munition factories, ship yards, etc. Now that the war is over, these stations should be sold to private operators in the same manner, and for the same reason, that other Government financed properties are passing into private hands.

"There is no more reason for the Government to own and operate broadcasting stations than there is for it to publish newspapers and magazines. Nor is there any reason for the Government, which has neither experience nor skill in radio production, to spend millions of dollars developing radio programs."

Explaining to the Senator that he had no interest in any chain or international broadcasting station, the Chicago manufacturer declared that fairness and common sense demand that the Government pay for and use privately owned broadcasting facilities for dispatching radio programs, just as it uses railroads for dispatching freight, telegraph and cable systems for dispatching messages,

our newspapers and magazines for publishing advertisements and releasing news, etc., etc. Instead of setting up a system to compete with those who pioneered our international short wave stations, any Government money used for this purpose should be spent to support those who blazed the trail with their own private funds.

McDonald said that no matter what our bureaucrats choose to call our Government overseas broadcasts of "unvarnished truth", listeners abroad will have just one term for them: "Yankee Propaganda". He continued:

"The one basic idea that the United States has to sell to the rest of the world is our American system of free enterprise. What could be more futile and ridiculous than using a bureaucratic Broadcasting Foundation to tell our story? What profit could there be in prattling the 'unvarnished truth' about free America when the listener knows that the programs he hears are themselves a violation of the basic principles of American free enterprise? Why should we adopt the very practices that we criticize in other governments?

"The most effective method of persuasion is by actual demonstration. There could be no better way of demonstrating to other peoples the real meaning of American free enterprise and freedom of speech than by giving them an opportunity to hear the tremendous variety of radio programs that are aired each day over our major networks. What a revelation it would be to countless impoverished millions to hear commercial announcers vying with each other to sell more soap, candy, automobiles, radios, watches, cigarettes, etc., etc. And what a demonstration of democracy in action it would be to have people of the world hear two opposing American presidential candidates tear into each other over the radio, and then hear the election results, and learn that the loser continued to enjoy life and freedom.

"American radio programs, in spite of criticism leveled at them by Blue Book writers, have the happy faculty of attracting large audiences. This is true in other countries as well as in the United States. If our daily schedules of network programs were sent out by powerful short wave, we would soon create an incredible amount of good will and understanding throughout the world. American jazz is popular from the Arctic to Timbucktoo, and there is plenty of that broadcast every day. Serious music has its lovers wherever there are human beings - they reach for everything from Bach to Gershwin. American networks broadcast many hours of the world's finest music every week." (According to Variety, the four major networks will spend \$78,000,000 for their 1947 programs.)

"If we wish to do a really effective job of international broadcasting the way to do it is forget all about bureaucratic foundations and send by short wave a selected schedule of network programs, modifying them only as prudent commercial practice dictates. I used the words 'prudent commercial practice' because I believe that the best way, as well as the most American way, of sending our commercial programs overseas is to permit American

short wave stations to sell time to advertisers just as our domestic stations do. That will automatically bring to American international broadcasting the best audience building brains of the country, and give to the rest of the world the great musical and dramatic talent that has made radio so popular in America. Under the acid spur of commercial results, broadcasters will develop new technics of audience building in foreign lands that will far transcend the best efforts possible for a known government agency.

"Then, if the Government still deems it necessary to enter officially the international 'war of words', it will find an enormous, and receptive, audience waiting for its programs from privately owned stations. It will also have available, and should use, the skill developed by free enterprise in radio, just as it found available and used for munition production the industrial skill developed by generations of free enterprise in manufacturing.

"Both for the sake of economy and to give the rest of the world a true understanding of America, the State Department should be compelled to cease its present international broadcasting activities, and any proposal that the Government enter the broadcasting business should be defeated. The American broadcasting industry should be given an opportunity to expand in the field of commercial international broadcasting."

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WEBSTER'S CONFIRMATION FOR FCC BELIEVED TO BE "IN THE BAG"

The Senate Interstate Commerce Committee has set Thursday, March 13th, to consider the nomination of former Coast Guard Commodore Edward M. Webster, 58 years old, for years one of the Government's outstanding radio and communication experts to succeed Paul A. Porter as a member of the Federal Communications Commission. Not since the days of Tam Craven, former FCC Commissioner, and E. K. Jett, present Commissioner, has anyone been so well qualified professionally to serve on the FCC. In fact, when Commodore Webster's nomination was announced, someone immediately said: "That means another Jett on the Commission." And that is almost the way it is expected to work out. In the old days, Commissioners Craven and Jett used to carry the engineering burden but with Cowles Brothers grabbing off Tam Craven, Jett has had to carry the ball alone and it has been quite a chore.

Another similarity between the three was that Craven and Jett started up the ladder to the commissionership by serving as FCC Chief Engineers. When Webster was retired from active duty in the Coast Guard in 1934 because of physical disability incurred in the line of duty, he went over to the FCC where he served as its Assistant Chief Engineer until June 1, 1942. On that date he was recalled to active wartime duty in the Coast Guard and reassigned to his former job as Chief Communications Officer.

About the only snag Commodore Webster is seen likely to strike in being confirmed by the Senate is that having been born in Washington, D. C., he has never voted, and having spent all his life in the Government service, has no political affiliation. However, Commissioner Jett, who began in the Navy and likewise spent many years in the Government, and who also very honestly refused to take on the label of either party, won out as an independent. It is difficult to believe that men so well qualified as Webster and Jett would be stopped just because they didn't belong to one of the major parties. Yet if memory serves correctly, this stopped C. M. Jansky, well known radio engineer, who many years ago was nominated for the old Radio Commission. There are three Democrats on the Commission - Denny, Walker and Durr; two Republicans - Hyde and Wakefield, and one Independent - Jett.

However, if Commodore Webster should encounter political difficulty, as did Jett, he will be very fortunate in having a highly placed friend in the Senate who could likely steer him safely through troubled waters. This is Senator Wallace White (R), of Maine, outstanding radio authority in Congress. Senator White is not only the Chairman of the Senate Interstate Commerce Committee which will pass upon Webster's qualifications to serve as Commissioner, but he is also Majority Leader of the Senate and therefore could take good care of Webster from start to finish, which it is believed he is very likely to do as the Senator is among Webster's earliest backers and has proposed his name numerous times when there has been a FCC vacancy.

Furthermore, after the opposition which President Truman has met with in the nomination of David Lilienthal as Chairman of the Atomic Energy Commission, it is not believed he would again make the mistake of sending a name to Capitol Hill without sounding out the Republican leaders to see how it would be received. In many quarters the Lilienthal nomination has been seen simply as a test of the strength and leadership of the Republicans in the Senate.

When Commodore Webster was relieved from the Coast Guard in 1946, he had completed over thirty years' active duty. He was then appointed Director of Telecommunications of the National Federation of American Shipping, Inc., which position he now holds. Webster's salary at the Federation is reported to be \$15,000 a year. He also receives \$5,000 annually in retirement pay. It would mean quite a monetary sacrifice to give up both of these amounts for a \$10,000 FCC Commissionership.

During the time he was associated with the FCC as Assistant Chief Engineer, Commodore Webster administered in particular communication matters relating to such services as marine, aviation, experimental, point-to-point, emergency and amateur. The work, also, included administration of radio operator problems, including their qualification and classification.

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PRESIDENT TRUMAN PRAISED FOR APPOINTING WEBSTER TO FCC

Many years ago, critics of Dr. Harvey W. Wiley, Chief Chemist of the United States, and founder of the Pure Food Laws, charged that he had no technical background. There were some who claimed that he wasn't even a chemist. Quite a few brickbats had also been hurled at President Taft. So when the latter named Dr. Carl Alsberg as Wiley's successor, he said: "And if you think he isn't qualified for the job, look at this." Whereupon Mr. Taft unrolled what looked like a Chinese scroll about a yard long listing Dr. Alsberg's qualifications.

President Truman might have done the same thing when he announced the nomination of Commodore E. M. Webster, U. S. Coast Guard, retired, for the present vacancy on the Federal Communications. A joint press release issued by the U. S. Coast Guard and the National Federation of American Shipping, where Mr. Webster is now Director of Telecommunications, covered eight typewritten pages setting forth Mr. Webster's qualifications as a radio and communications expert.

Although Webster's name had been frequently mentioned, his appointment came as a surprise because so many politicians seemed to have the inside track. Then a campaign was started to give the office to a woman. It looked for a time as if this might be Marion Martin, who lost out with the Republican National Committee. Anyone who knew Webster knew that in a political fight he wouldn't have a Chinaman's chance. One observer was of the opinion that perhaps President Truman had turned to his radio advisor, Leonard Reinsch, of Station WSB, Atlanta, and that the latter had told him of the need of another engineer on the Commission.

Commending the President, the Washington Post said:

"President Truman has set the qualifications for membership on the Federal Communications Commission at a high mark. Every one of his appointments to this regulatory body has been an expert with long experience in the communications field. Rosel Hyde had advanced within the FCC to the position of general counsel before his elevation to a commissionership. E. K. Jett had long served the Commission as Chief Engineer. Now the President has nominated E. M. Webster, former Assistant Chief Engineer for the Commission, to fill the last vacancy. Shortly before his death, President Roosevelt elevated Charles R. Denny, the present FCC Chairman, from the position of General Counsel. These well-merited promotions within the FCC are quite properly making it something of a career system.

"Mr. Webster has devoted himself to communications work for the last 30 years. Before his retirement from the Navy in 1934 he was Chief Communications Officer. Recalled to active duty in World War II and restored to the same position, he planned, developed and installed the present efficient Coast Guard communications

network. His expert services won him the rank of Commodore and the Legion of Merit. Mr. Webster is also said to be one of the best informed men in the country in the field of marine and aviation radio, with special emphasis on their use as safety devices. His experience at 16 international conferences dealing with communications will be invaluable in connection with the World Telecommunications Conference to be held in the United States in 1947. We take it for granted that the Senate will confirm the nomination of one so eminently qualified. In addition the President is entitled to special commendation for staffing this important agency with experts instead of hack politicians."

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REAM MAKES WASHINGTON DEBUT AS CBS EXECUTIVE V-P

One of the first appearances of Joseph H. Ream as newly elected Executive Vice-President of the Columbia Broadcasting System will be at a reception tendered to him tomorrow by Earl Gammons, Washington CBS Vice-President, to receive the congratulations of the great and near great of the Capital. Mr. Ream previously had been Vice-President and Secretary.

He joined CBS in 1934 and headed the company's Legal Department for eight years. He became Secretary four years later, was elected a Vice President in October, 1942, and in June, 1945, was elected a member of the Board.

Mr. Ream went with Columbia after eight years with the New York law firm of Cravath, deGersdorff, Swaine & Wood. He began the study of law at the University of Kansas from which he received a Bachelor of Arts degree and continued his studies at Yale where he was graduated with an LL.B. in 1927.

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NEW COIN RADIO PLAYS ONE OR TWO HOURS

A new Telecoin system coin radio for hotels, motor courts and hospitals will soon be put on the market by the Telecoin Corporation, distributors of coin-operated Bendix automatic home laundries. Distribution of the new set will begin on or about April 1st.

Varying in design from conventional radio styles, the set has been constructed to resist vandalism and abuse which were a major problem in pre-war and early post-war coin radio enterprises. It is a pillbox-shaded affair with a sturdy 16-gauge steel case and chassis. The time element is variable, permitting thirty-minute, one hour or two-hour play.

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RADIO TO APPOINT "CZAR" IN CLEAN-UP OF ADVERTISING

A plan for self-regulation of the radio industry, involving the appointment of a virtual "czar" to administer improved standards in programming and advertising on the air, is being drafted by broadcasters, advertisers and major industrial concerns sponsoring network shows, it became known yesterday (Tuesday, March 11), according to Jack Gould in the New York Times.

Prompted by the rising criticism against "ugly plugs" and other manifestations of "excessive commercialism", the three groups are setting up a Broadcasters Advisory Council to cope with what was described formally as "the crisis" confronting radio.

Edgar Kobak, President of the Mutual Broadcasting System, has been named Chairman of the Committee on Organization and Finance for the Council. The Council is expected to be patterned after the Cereal Institute or the Motion Picture Producers' Association of America, the latter formerly known as "the Hays office".

Other members of the organizational committee are Niles Trammell, President of the National Broadcasting Company; Sigurd S. Larmon, President of Young & Rubicam; Thomas D'Arcy Brophy, President of Kenyon & Eckhardt; Robert F. Elder, Vice-President of Lever Brothers; Donovan B. Stetler, Advertising Director of Standard Brands, Inc.; Clair R. McCollough, President of Station WGAL, Lancaster, Pa., and I. R. Lounsberry, Executive Vice-President of WGR, Buffalo.

The decision to form the Council comes almost exactly a year after the Federal Communications Commission, which licenses all radio stations, issued its controversial "Blue Book" report, condemning excessive commercialism on the air and urging the broadcasting industry itself to achieve better balance in programming.

A key radio figure involved in the formation of the Council said that the new organization could be regarded as "the answer" to the FCC.

The recommendations were drafted by Frank Stanton, President of the Columbia Broadcasting System; F. B. Ryan, Jr., President of Ruthrauff & Ryan, Inc., and Charles G. Mortimer, Vice-President of the General Foods Corporation.

In a general summary of broadcasting at present, it was learned the recommendations committee said that radio was at the "critical crossroads". On the one hand, the Committee noted, radio was being subjected to increasing criticism from the public while, on the other, competitive pressures within the industry tended to result in a further deterioration in standards.

The three specific objectives outlined for the Council follow:

"(1) An information activity designed, on the one hand, to inform the broadcasters about public attitudes and their obligations to serve the public interest through improved service to radio listeners.

"(2) The development and recommendation of standards of practice for commercial broadcasting.

"(3) A program of continuing research into public acceptance of broadcasting."

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WARNS WASHINGTONIANS AGAINST "VOLUNTARY" DAYLIGHT TIME

Merle S. Jones, General Manager of Station WOL in Washington, was among those opposing "voluntary" daylight savings time for the National Capital. This movement was started after the U. S. House of Representatives had voted down the proposal to give the District of Columbia daylight time.

Mr. Jones, who said that he personally was for daylight savings time declared that if any further action is to be taken, it should be done in an orderly way and warned those attending a meeting called by the Junior Board of Trade to discuss the subject at the U. S. Chamber of Commerce Building, that the "voluntary" expedient might bring confusion.

Senator Harold McGrath (D), of Rhode Island, declared the Commissioners of the District of Columbia were empowered under the District Code to declare daylight saving time.

When the Senate District Committee took up the McGrath redrafted bill to take the decision out of Congress and to have Congress merely direct the Commissioners to hold hearings on the issue and to order daylight saving time here if the city heads find the majority of Washington's residents want it, the Committee without a dissenting vote ordered a favorable vote.

The bill will now be speeded to the Senate for action and will be called up for Senate approval at the earliest appropriate time.

Senator McGrath said he took the unanimous report as an encouraging sign for favorable action in the Senate.

The bill directs the Commissioners to hold public hearings on the question and empowers them to order the advanced time if they find most Washington residents want it.

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WOODS TO MEET IN SIX CITIES WITH ABC AFFILIATES

The first of a series of meetings between officials of the American Broadcasting Company and its affiliated stations will be held in Atlanta on Thursday, March 13, with Mark Woods, President of the American Broadcasting Company, and John H. Norton, Jr., ABC Vice-President in charge of stations, in attendance.

The meetings are intended to provide network executives with first-hand knowledge of the current problems of individual affiliates and at the same time acquaint the stations more fully with network plans and developments and to promote closer cooperation in sales, programming and general station relations.

In addition to meeting with affiliates, Mr. Woods plans to talk with representatives of leading civic organizations to obtain direct impressions of the thoughts and views of people throughout all sections of the United States.

The ABC executives also will meet with affiliated stations in Kansas City, Mo.; Fort Worth, Texas; Salt Lake City, Utah; Detroit, Mich.; and New York City.

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RCA EXTENDS AUTOMATIC SERVICE TO NEW YORK-ECUADOR CIRCUIT

Inauguration of new and modernized radiotelegraph communications facilities in Quito, Ecuador, makes that country the first in South America to bring its equipment and service in line with the world-wide modernization program being carried forward by RCA Communications, Inc., Thompson H. Mitchell, Executive Vice-President, has announced.

"RCA's modernization program is establishing a universal trend away from the old manual Morse methods of radiotelegraphy toward the time-and-money saving automatic operation, which was developed during the war by the Army Communications Service", said Mr. Mitchell. "Under the new system, decoding of radiotelegraph messages at 'gateway' cities such as New York, San Francisco and London is eliminated and messages are handled in suitable form for immediate delivery to ultimate addressees in the 'gateway' city itself or for automatic relay over land-line wire circuits to addressees in the interior of the country of destination."

Opening of the improved New York-Ecuador circuit was commemorated by an exchange of messages between President Jose Ibarra of Ecuador; Gustavo Yerovi, Secretary of Radio Internacional, and Brig. General David Sarnoff, President, Radio Corporation of America.

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FARNSWORTH DOUBLES MANUFACTURING SPACE INCLUDING TV SETS

A new two-story addition will permit the Farnsworth Television & Radio Corporation's entire research and engineering departments to be located at the Fort Wayne plant.

The expansion program has doubled the space available there for manufacturing operations, enabling the setting up of additional assembly lines for the manufacture of the company's new line of home television receivers and mobile communications equipment.

Television studio and transmitting equipment, industrial telemetering equipment, automatic record changers, special tubes and other electronic apparatus also are manufactured at the Farnsworth plant in Fort Wayne.

The company's radios, phonograph-radios and other products are manufactured at plants in Marion, Huntington and Bluffton, Indiana.

All administrative departments, including the Capehart Sales Division which formerly occupied downtown offices, are now consolidated in the enlarged headquarters building, E. A. Nicholas, President, reported.

In addition to its commercial operations, Farnsworth is continuing special research work for the U. S. Navy. During the war the company's entire facilities were devoted to the development and manufacture of television and other electronic equipment for the armed forces.

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BELIEVES NEW DEAL "PRESS AND RADIO" IS STILL BUSY

A paragraph in a letter Senator Raymond Baldwin (R), of Connecticut wrote to Carroll Reece, Chairman of the Republican National Committee, urging greater cooperation among the Republicans in Congress, read:

"In fact, the trend is now away from us. Why is that so?

"In the first place, let us talk a little about the mechanics of the situation. Through all the years of the 'New Deal' a splendid press and radio was built up for the Democratic Party. The momentum of that still goes on. Columnists, editorial writers, headline writers, radio commentators, found some little joy, back last Summer, at taking a little 'crack' at their erstwhile 'darlings', but they are doing that no more. They are now turning their fire on the target they were shooting at during most of the 'New Deal' years, the Republicans and the Republican Party.* * * We have had a good deal of that and I think it is time it came to an end."

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WORLD TELECOMMUNICATIONS CONFAB AT ATLANTIC CITY MAY 15

Latest word from the State Department is that everything is set for the World Telecommunications Conferences to be held in Atlantic City, N.J., starting May 15th to bring up to date the provisions of the basic international agreements concerning telecommunications and to revise the legislative machinery of the International Telecommunications Union. The first of these conferences will be the Radio Administrative Conference to be followed by the Plenipotentiary Telecommunications Conference and the High Frequency Broadcasting Conference.

New developments during the war in the techniques of telegraph, telephone and radio have made obsolete the provisions of the International Telecommunications Convention agreed upon at Madrid in 1932 and the General Radio Regulations agreed upon at Cairo in 1938. The Atlantic City Conferences will undertake to modernize the present Convention and Regulations and to provide for future revisions that may be necessary to keep up with new scientific developments in this field.

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TRUMAN FIRST HEARD OF LEWIS DECISION THROUGH CBS ENGINEER

President Truman first learned of the Supreme Court decision upholding the contempt convictions against John L. Lewis and the United Mine Workers, through the alertness of CBS engineer Clyde M. Hunt.

At 12:30 P.M. that day, Hunt, Chief Engineer for WTOP-CBS, Washington, was setting up his controls preparatory to the President's radio address at Baylor University, Waco, Texas, when he heard the Lewis bulletin over the CBS feed-back circuit. Hunt immediately informed Charles Ross, White House press secretary, who in turn relayed the news to Mr. Truman.

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RADIO SET PRODUCTION STILL LAGS

Production of radio receivers in the United States Zone of Germany averaged 246 per month during the third quarter of 1946, a total of 404 having been produced in September. The monthly average for 1938 (in that area now included in the Zone) was 12,000. Radio sets manufactured in the United States section of Berlin during the January-August period in 1946 totaled 35,834, the output for August being 5,768. Loud speakers produced in the sector during the 8-month period numbered 88,366, of which 13,772 were produced in the month of August.

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PREDICTS 60,000 CHICAGO TELEVISION RECEIVERS IN 1947

Sixty thousand new television receivers will be available to the Chicago area by the end of 1947, and co-axial cables for network television programs between New York and Chicago should be in operation early in 1948, Carl J. Meyers, WGN engineering director, predicts.

Of the 300,000 sets promised by radio manufacturers for 1947 throughout the country, approximately 20 per cent will be allocated to the Chicago area, Mr. Meyers said. The sets coming off the assembly lines today will not be made obsolete by the advent of simultaneous color transmission which is now being perfected. Mr. Meyers predicts black and white television will be the dominant system for the next five or six years. Television sets of today will be capable of receiving simultaneous color transmission with the aid of a simple radio frequency converter, according to Mr. Meyers.

WGNA, telesister of WGN, will offer a wide variety of programs for its audience by Fall of 1947, Mr. Meyers said, with all mediums of entertainment and education contributing heavily. Mr. Meyers looks upon television as a field which will supplement but not replace the established arts. The three types of television shows - local, network, and televised movies - will draw heavily upon today's radio, movie and theatrical fields for its talents, he said.

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HENRY M. PEASE, OF STANDARD ELECTRIC, DEAD; A BBC FOUNDER

Henry M. Pease, first Vice Chairman and a director of the International Standard Electric Corporation, the manufacturing associate of the International Telephone and Telegraph Corporation, of which he was also Vice-President and Director, died last Friday at the New York Hospital at the age of 71 after a short illness.

Mr. Pease, a native of Illinois, was an outstanding figure in the telephone manufacturing field and a leading figure in telephone development in Europe and many other parts of the world.

In addition to his positions with International Standard Electric and International Telephone and Telegraph, Mr. Pease was also Vice-President and Director of the Federal Telephone and Radio Corporation, and a Director of International Telecommunication Laboratories, Inc.

In 1922 Mr. Pease took an active part in forming the British Broadcasting Company, becoming one of its original directors, and through the International Western Electric organization installed one of the first broadcasting stations in England. The following year he negotiated the contract for the first transatlantic radio-telephone transmitting station with the British Post Office, and thus established the London Company in the manufacture of this particular product line.

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 ::: SCISSORS AND PASTE :::
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Charges Vandenberg Controls U. S. Broadcasts To Russia
 ("In Fact")

A confidential memorandum to Secretary of State Marshall on the eve of his departure for the Moscow Conference has posed a series of startling questions and made six flat charges all designed to warn him that he faces failure at that conference because of the propaganda activities behind the iron curtain of his own State Department.

The memorandum, compiled and documented by two officials, was accompanied by their letters of resignation from the Office of International Information and Cultural Affairs (OIC). Marshall, to date, has left the OIC operation to William Benton, millionaire advertising executive and close friend of Senator Arthur Vandenberg and Herbert Hoover. The memorandum made the following charges:

1. That propaganda broadcasts beamed at the Russian people by the U. S. State Dept. during the Moscow Conference will first be cleared by Senator Vandenberg.
2. That by "remote control" Marshall will be constantly "kept in line" by the anti-Russian bloc of the Congress which has backed Benton's OIC propaganda operations.
3. That Benton, fully aware that there are less than 100,000 short-wave receiving sets in the USSR, nonetheless has expended some \$5,000,000 for personnel and equipment to beam propaganda broadcasts meant chiefly for the ears of Soviet Government radio monitors.
4. That an anti-Russian Pole has been chosen as producer of the OIC broadcasts to the Soviet. (Editorial note: OIC's NYC office will neither confirm or deny reports that this man was fired a few hours before first broadcast.)
5. That while Marshall may be saying one thing in Moscow the State Dept. broadcasts, cleared by Vandenberg, will reflect the sentiments of the anti-Russian bloc in Congress.
6. That the Voice of America has been flatly labeled a propaganda mechanism by no less than Kent Cooper, General Manager of the Associated Press and Earl Johnson, Vice-President of the United Press. (Editor & Publisher Dec. 14 reported: "Mr. Cooper of the AP and Mr. Johnson of the UP flatly opposed any gov news dissemination. They regard gov. proprietorship as certain to cause any dissemination to be regarded by peoples of the world as propaganda in its fullest cynical form, and do not believe the government could possibly fulfill the purposes stated by Mr. Benton.")

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Movie "Radio Take It Away" Raps Quiz Shows
 ("Life")

"Radio Take It Away" is a new Paramount movie short which hilariously satirizes the inanities of the current rash of audience-participation shows. For 11 minutes it swats with happy accuracy at radio's vast largess, its brow-beaten contestants, and its silly interviews. It is at its best when it shows befuddled amateurs at the microphone strugglin over stupid questions asked by gurgling quiz masters who do not know the answers themselves. Few critics will state that "Radio, Take It Away" is exaggerated.

Advertising Does the Trick
(Niles Trammell, President, National Broadcasting Company, in
"Radio Age")

Before the days of modern advertising it took many years to establish new products or change the public's buying habits. Seventy years elapsed before the power loom had eliminated the hand loom. The Bessemer process of steel-making had to overcome thirty years of stubborn opposition before it was generally adopted. Even McCormick's reaper needed almost a generation before it became fully accepted.

But how long did it take for the modern radio to catch on? or refrigerators? - or frozen foods? - or nylon stockings? And almost within a matter of months, the non-refillable fountain pen has become an accepted commonplace in the United States.

In no other country in the world do these things happen! Why? Because we have found the key which never fails to unlock the resourcefulness and ingenuity of the American economy - advertising.

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"The Eagle's Brood"
(Jack Gould in the "New York Times")

"The Eagle's Brood", the Columbia Broadcasting System's documentary broadcast on juvenile delinquency, was an angry, tough and eloquent piece. In purest form it was a crusade against public apathy, a crusade told in the persuasive imagery of words, music and stagecraft. Last Wednesday night the art of broadcasting found its voice and lifted it as one truly come of age. * * * *

Though not receiving formal program credit, the Messrs. William S. Paley, Frank Stanton and Edward R. Murrow of CBS would seem no less entitled to recognition for their part in "The Eagle's Brood". In all, the single presentation involved a total expense of nearly \$50,000, including the cost of canceling "Information Please" in order that the documentary might be heard at choice evening time and might perform a maximum public service.

From every standpoint, "The Eagle's Brood" was one of those occasions when radio could hold its head high.

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McCormick Sets Fast Radio Pace But Has Faith In Press
(George A. Brandenburg in "Editor & Publisher")

Col. McCormick is President and Treasurer of WGN, Inc. His attitude toward the public interest in radio was summed up in a recent broadcast: "American radio belongs to the American public and we consider it a sacred trust." WGNE, the Tribune's FM station, pioneered broadcasting of a daily facsimile edition, the first of its kind of any Chicago newspaper.

Highly cognizant of technological developments in radio, yet confident that newspapers can offset these new inventions by improving their own product, he recently stated: "We feel more strongly than ever that the newspaper as an institution has a permanent contribution to make in promoting that understanding of men and events which is necessary to the maintenance of civilization."

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TRADE NOTES

The Radio Corporation of America has filed its answer in the patent suit which the Zenith Radio Corporation lodged against it in the U. S. District Court at Wilmington, Del. last December.

Zenith at that time listed something over a hundred patents which it alleged RCA had asked it to mark on its sets and stated that only 15 radio and television patents had any relevancy to the sets it makes. The Court was asked to declare these patents invalid and not infringed.

Dumont television station WTTG in Washington, D. C., estimates there are now about 500 television sets in the Capital.

The Stromberg-Carlson Company reported a net income for 1946 of \$802,910, equal, after payment of preferred stock dividends, to \$2.57 a common share, compared with \$708,962 or \$2.51 a share in 1945.

The company said 1946 shipments of \$21,513,486, were five times greater than pre-war volume and more than 50 per cent above the previous peacetime peak established in 1929.

Rear Admiral Ellery W. Stone, former Chief Allied Commissioner in Italy, was received last Friday, according to an Associated Press dispatch from Rome, into the Catholic Church. He was reported planning to marry Italian Baroness, Renata Arborio Mella di Santelia, member of a family with close Vatican connections.

The 53-year old Naval Reserve officer, now Chief of the Italian Military Affairs Section of Allied Force Headquarters, was divorced in Reno recently. He was once Vice-President of Mackay Radio and Telegraph Company and President of Postal Telegraph Co.

The ASCAP General Annual Meeting and Dinner will be held on Thursday, March 27th in New York at the Ritz Carlton Hotel.

Annual reports of the Society's officers will be given at the general membership meeting in the afternoon.

Dr. H. B. G. Casimir, Co-Director of the Philips Research Laboratories, Eindhoven, Holland, arrived on the Veendam this week to deliver a series of invitation lectures at Johns Hopkins University, Baltimore, on the properties of matter at low temperatures and on problems in quantum electrodynamics.

The Miami Herald, publisher of which is John S. Knight, also owner of the Chicago Daily News broadcast its first facsimile newspaper last Monday. It was 8 by 11½ in. in size and only an experimental issue. The Herald, however, plans to publish the fax regularly.

The Federal Communications Commission has announced adoption of an order directing that the proceedings on the renewal application of Station WTOL, Toledo, Ohio (Blue Book case) be reopened and that the application of Public Service Broadcasters, Inc. for a new station at Toledo to operate on 1230 kc, 250 watts, unlimited time (seeking same facilities assigned WTOL) be set for consolidated hearing in those proceedings.

Major markets are receiving their first shipments of the new Bendix AM-FM radio-phonograph, according to J. T. Dalton, General Sales Manager for radio and television. Secondary trading areas will follow as production is stepped up, he said.

First off the lines, Model 847-B provides 88-108 mc FM, standard broadcasts and automatic phonograph. It features a contemporary modern cabinet in genuine walnut veneers with a moderate price of \$269.95.

To assure itself of adequate supplies of hardwood for radio and radio-phonograph cabinets, Philco Corporation went into the lumber business last year by purchasing about 100,000,000 feet of standing timber in North and South Carolina and installing a modern band sawmill and the latest-type logging equipment, John Ballantyne, President, informed stockholders.

Philco produced more than 6,250,000 board feet of cabinet woods during the last eight months of 1946 and provided 50% of the lumber used in all its wood cabinets during the year, Mr. Ballantyne stated.

"The shortage of cabinet woods is still acute", according to Mr. Ballantyne, "so the ownership of these timber resources and processing facilities should contribute in substantial measure to the output of Philco console radios and radiophonographs in 1947."

Emerson Radio and Phonograph Corp. and Subsidiaries -
Thirteen weeks to Feb. 1: Net profit after \$557,476 taxes was \$642,394, equal to \$1.60 a share, compared with \$141,893 or 35 cents a share for thirteen weeks to Feb. 2, 1946, when \$95,667 was provided for taxes.

The nineteenth anniversary of the American Forum of the Air over MBS was celebrated recently. Among those participating were Irvin P. Sulds, producer; T.A.M. Craven, Vice-President of Cowles Broadcasting Co.; Sen. Charles W. Tobey (R), of New Hampshire, one of the participants in the 19th anniversary and panel discussion on how far a regulated industry should be subject to anti-trust laws (Bulwinkle bill); Theodore Granik, Chairman and founder of the forum; Judge Thurman Arnold, former Assistant Attorney General, also a 19th anniversary panel member; Charter Heslep, Washington representative of MBS; and Wendell Berge, until recently Assistant Attorney General, anti-trust division.

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