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INDEX TO ISSUE OF JUNE 18, 1947

West Coast Captures 1st Big Net Chairman; Weiss Heads MBS.....	1
"Radio Changed Readers To Headline Listeners", Schreiber, WGN.....	3
Overseas Radio Telegraph Rate Hike Urged By All America.....	5
FCC Head Against White Bill Newspaper Station Clause.....	7
Max Balcom, Sylvania, Heads Radio Manufacturers' Association.....	9
FCC Appoints First Woman As Hearing Examiner.....	10
Court Rules Against Station In Sen. Taylor's Broadcast.....	11
N. Y. Daily News Is Cleared By FCC Of Anti-Jewish Charges.....	11
Radio Is Second To Newspapers In Iowa Poll.....	12
Scissors And Paste.....	13
Trade Notes.....	15

No. 1779

BULLETIN

President Truman late this afternoon, Wednesday, June 18th, withdrew the nomination of Ray C. Wakefield (R), of California, for a second term as a member of the Federal Communications Commission, and sent to the Senate instead, the name of Representative Robert F. Jones (R), of Lima, Ohio.

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June 18, 1947

WEST COAST CAPTURES 1ST BIG NET CHAIRMAN; WEISS HEADS MBS

Radio history was made last week in Chicago when Lewis Allen Weiss, Vice-President of the Don Lee Network in Los Angeles, was elected Chairman of the Mutual Broadcasting System, the first man from the Pacific Coast ever to head one of the country's four major networks. David Sarnoff, of NBC, William S. Paley, of CBS, and Edward J. Noble, of ABC, the other three, were all selected from the East. Weiss will succeed Alfred J. McCosker who was born and raised in New York City.

Mr. Weiss, as was the case with Mr. Paley, was born in Chicago, Mr. Noble in Gouverneur, N.Y., and General Sarnoff in Russia and brought to this country when only nine years old. With the exception of Mr. Paley, who is 46 years old, Mr. Weiss at 54, will be the youngest major network chairman with Sarnoff next in line at 56 and Mr. Noble, senior of the group at 64. This makes their average age 55, which again brings to mind that though the big networks are headed by pioneers of broadcasting, the "gray-beards" of the industry are still comparatively young men.

Mr. Weiss was graduated from Chicago-Kent College of Law in 1915. Subsequently he enrolled in the University of Southern California where he majored in Economics. Not many are aware of the fact that he was a Captain of Cavalry in the Regular Army in the 1st World War, Commander of the famous "Black Horse Troop", 4th U.S. Cavalry, and is a past Commander of the Military Order World Wars.

Before joining Don Lee, Mr. Weiss was an advertising executive with the Hearst newspapers for four years.

The current executive capacity of Mr. Weiss, gives him control and direction of Don Lee, the country's largest regional network (43 stations) as well as participation in administration of what is said to be the largest transcontinental network (431 stations).

Because of Don Lee's pioneering in television, he has likewise been a prominent figure in the development of that phase of the art. For that reason his testimony at the Federal Communications Commission hearings attracted considerable attention. Mr. Weiss said that he regards color television as remote and urged the Commission to proceed with the system now in use. Don Lee has a quarter of a million dollars invested in present standard television, which would be lost should video be moved elsewhere in the spectrum.

He estimated the technical cost of producing television on a 12-hour daily basis at \$150 per hour. Among problems facing telecasters are the "craft unions", he said, many of which now are organized among movie workers and which have been eyeing radio, particularly television.

Mr. Weiss said he didn't think television could be self-supporting in a community of less than a half-million population. "Television is not a poor man's paradise", he declared. "It's a luxury item. It will take several years yet to be self-sustaining."

The Don Lee executive said he didn't think television could be operated on a full commercial basis, four hours daily, for at least "three or four years". He said he couldn't anticipate when the art would reach the point where broadcasters could sell a program service 12 hours daily. He visioned video as primarily an evening service when the entire family could enjoy it.

Other membership rolls list Mr. Weiss Vice-President of Los Angeles Chamber of Commerce, Los Angeles and Hollywood Advertising Clubs, Director of Hollywood Chamber of Commerce, Rotary Club of Los Angeles, Merchants and Manufacturers' Association, all year Club of Southern California, and Advertising Federation of America. He is also a member of the University Club of Los Angeles, Delta Theta Phi and Alpha Delta Sigma. He recently completed duties as member of Board of Municipal Airport Commissioners. As a public speaker, Mr. Weiss is rated with the highest classification accorded by Rotary International.

Mr. Weiss will succeed Alfred J. McCosker, who resigned as Chairman of the Mutual Board to devote himself primarily to his duties as consultant and advisor to WOR. Mr. McCosker held the post as Chairman of the Board since the network was founded in 1934. Mr. McCosker resigned his office as Chairman of the Board of WOR, effective June 1st. However, he will continue for an additional term of years as Director and regular employee for consultation and other advisory services relating to WOR.

Theodore C. Streibert, President of WOR, was named Vice-Chairman of the Board and J. R. Poppele, Vice-President of WOR, was elected to succeed Mr. McCosker on the Board of Directors.

Edgar Kobak was reelected President and a Director of the Network, and the following Vice-Presidents were renamed: Robert D. Swezey, Phillips Carlin, Z. C. Barnes, A. A. Schechter, Robert Schmid and A. N. Hult. E. P. H. James, Director of Advertising, Promotion and Research, was also named a Vice-President of Mutual.

James E. Wallen was reelected Treasurer and Controller of the Network and Elbert M. Antrim of WGN was reelected Secretary.

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In a six weeks' drive, 102,165 listeners of WLS, Chicago, mostly from Illinois, Indiana, Wisconsin and Michigan, contributed 10 cents for the station's "Surprise Garden Seed" packet.

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"RADIO CHANGED READERS TO HEADLINE LISTENERS", SCHREIBER, WGN

By way of celebrating the silver anniversary of the Medill School of Journalism at Northwestern University, the 25th anniversary of radio and the 100th anniversary of the Chicago Tribune, the Medill School staged a lively four cornered debate as to the merits of the two great media of communication - the press and radio. Frank P. Schreiber, Manager of WGN (Chicago Tribune station), and Baskett Mosse, former NBC News Editor, now assistant professor at Medill, went to bat for radio and Don Maxwell, City Editor of the Chicago Tribune and Everett C. Norlander, Managing Editor of the Chicago Daily News for the press. Dean Kenneth E. Olson, of the Medill School, the Moderator, got the first rise out of the radio proponents by saying:

"I recall how the press welcomed this new infant radio, among communications media and how we plugged it in our news columns. Before manufacturers were producing radio sets, my newspaper ran articles every week showing our readers how they might build their own home receiving sets. We mounted sets on trucks and made the rounds of city parks to hold radio concerts. Thousands of people came Sunday afternoons to hear this new marvel. But few of us who played with radio in its earliest days sensed its possibilities. We thought of it as a new gadget which would bring music and entertainment into our homes - better music than we could get on the scratchy tinhorn phonographs of that day.

"None of us dreamt that in a few years this infant in swaddling clothes which the press had adopted was to turn about and bite us by taking from newspapers great quantities of advertising. Nor could we dream that the day would come when radio would invade our holy of holies and broadcast news itself. We fought radio's invasion of our sacred precincts for many bitter years, but today we have come to realize that both press and radio have their place in keeping our people informed and that together they can better serve the American public than either one alone."

Whereupon Dean Olson called upon Mr. Schreiber, who replied:

"I don't agree with what you said about radio biting the hand that fed it. I think radio and newspapers can live together. I think that radio stations have the advantage of speed and spontaneity in transmission of news. I think it has the advantage of on the scene coverage - interviews with people who make the news. I think that the clear channel stations deliver radio news to isolated rural areas where newspapers are slow, places that newspapers are slow in reaching because of the mail or the delivery systems. And I think that radio has turned the nation of radio listeners into headline readers into headline listeners, and I think that radio is doing an outstanding job of news coverage."

Mr. Maxwell said he didn't think there was a rivalry between the newspaper and radio in disseminating news. They each have their fields. "The radio can reach you quickest if you are available to hear it", he declared.

Mr. Mosse said he thought radio was more than just a supplement to the newspaper, that it was trying to do a complete job of covering and commentating on the news.

"If you have got the listener there at the time you are on the air", Mr. Norlander retorted. "In the newspaper he has the opportunity to read the news at his convenience. On the radio he has to be sitting at his receiver listening or he has missed it."

Further extracts from the debate follow:

Mr. Maxwell: I was surprised that you (Mosse) say that one of the chief functions of the radio is to report the news. I thought radio was an entertainment factor.

Mr. Norlander: I always thought that, Maxwell.

Mr. Mosse: Well, radio is an entertainment media, but it also certainly has a responsibility to report the news. I don't think we will argue about that. That is our field, too.

Mr. Schreiber: Mr. Mosse, do you actually think that radio competes with the newspapers, and that newspapers compete with the radio in the matter of news coverage? Don't you think that each has a separate function, that the radio reporters give you the news as it occurs and follow it up with further bulletins and repeat the news; whereas the newspaper gives you a complete story that you can read at your leisure, take your time about it, do it whenever you choose?

Mr. Mosse: I think that is very true.

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Mr. Maxwell: The Tribune has at least 450 to 500 men and women working in its news department every day. I don't think if you took all the news people from all the radio stations in Chicago you would have more than one-tenth of that, would you? I don't see how you can say that radio can compete with newspapers in disseminating news when we have been at this - the Tribune's been doing it now for a hundred years, and we have a far-flung staff. We have correspondents in the principal countries of the world. We have 15 or 20 men working in our Washington bureau. The news departments of the radio stations in Chicago certainly have 5 or 10 men at the most.

Mr. Schreiber: Well, of course, WGN is peculiarly situated in that respect, Mr. Maxwell, because we, as you know, have the benefit of all the Tribune reporters' efforts. Most radio stations don't have that. They just have the benefits of the efforts of the standard news associations, the same associations that the newspapers use throughout the country - Associated Press, United Press, I.N.S., and so forth.

Mr. Maxwell: What would be the file of a radio press association during the day. My idea would be that it would be about 1/20 of the file of the press association to the newspaper.

Mr. Schreiber: No, we get the same copy. We use exactly the same wires. We have the APA wire, for instance....

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Mr. Maxwell: It is rather interesting, isn't it, that with all the radio stations, well, say, in this territory, broadcasting news, 18 to 20 times a day, the circulation of the newspapers in this territory has increased steadily every year.

Mr. Olson: How do you account for that?

Mr. Maxwell: Well, because I don't think that radio is anything more than a supplementary news service.

Mr. Mosse: Probably it whets the appetite for details.

Mr. Schreiber: By the same token, it is an increase in the interest in news. Radio stations are scheduling more news every day. From a commercial viewpoint news program is the most salable type of program to the average advertiser. You can take a news program to an agency and sell it with greater ease than anything else. It is a broad picture of increased interest in news. It may be born from the war. I don't know. But generally speaking I think there is a rising interest in news.

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Mr. Schreiber: I don't think so. I am not in favor of a radio station editorializing. A station hasn't a right under its present license to editorialize. There is a big discussion going on now between the trade and the Communications Commission as to whether a station does have the right to editorialize. But the general rule now is that you shall give equal time to all sides of all controversial questions. And if you get into too many controversies, I don't think your clock would run far, far enough to give you enough time to handle all of the arguments.

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OVERSEAS RADIO TELEGRAPH RATE HIKE URGED BY ALL AMERICA

That there is immediate need for additional revenue and that the Federal Communications Commission should approve an increase in outbound rates to place U. S. companies engaged in international telegraph communications on a sound economic basis, was the conclusion of a brief filed this week by James A. Kennedy, attorney, in behalf of All America Cables And Radio, Commercial Cable and Mackay Radio in connection with a general investigation the Commission is making in overseas rates. Mr. Kennedy filed a similar brief in behalf of the Commercial Pacific Cable Company.

Highlights of the plea follow:

"The record is clear that, with a few exceptions, inbound rates from foreign countries to the United States are generally higher than outbound rates from the United States. Hence, the American carriers' operations would result in even greater losses if it were not for the higher revenue and revenue-per-word derived from inbound traffic.

"It is apparent that the international telegraph industry, as represented by the American carriers, is in an unsound and unhealthy condition. The record is clear that this condition was brought about primarily, if not entirely, as the result of reductions

in outbound rates made during the years 1945 and 1946, and as the result of increases in wages and other operating expenses. If said reductions in rates had not been made, the telegraph industry would be currently operating at a profit. There is no evidence in the record that the unhealthy financial condition of the industry can be attributed to inefficiency or other uneconomic conditions or practices.

"During 1946 the international telegraph carriers combined had total operating revenues of \$42,873,000 and operating revenue deductions of \$42,899,000 with a resulting net operating loss for the industry of approximately \$26,000. In the absence of any change in rate levels and assuming no increase in the level of wages and other operating expenses, the carriers estimate total operating revenues of \$40,057,000 during 1947 and operating deductions of \$43,941,000. The penalty to the international telegraph industry for doing business in 1947 would be a net loss of \$3,884,000.

"The record shows, furthermore, that several of the carriers negotiated increased wages during the proceeding in this matter and that other carriers are presently confronted with demands for wage increases which were not taken into consideration in their respective estimates."

* * * * *

"Taking into consideration the investment of all American carriers devoted to the service, including required working capital, it appears that there is approximately \$72,545,000 now invested in the international telegraph business. Based upon the carriers' estimates for 1947, the industry needs \$3,884,000 additional revenue to break even, assuming the same volume of traffic and operating expense levels. The industry would require \$10,900,000 annually in excess of estimated operating revenue for 1947 in order to earn a 6% return, and would require \$15,600,000 in order to earn a 10% return. While there is considerable disagreement on the record concerning the proper rate of return for international telegraph carriers as compared to domestic public utility companies, it is our belief that there are unusual and extraordinary hazards inherent in the international telegraph business, as it is necessarily operated by the American carriers which justify a return of 10% on the investment in the industry."

* * * * *

"Legislation now before the Congress (S. 816) to remove the rate preference applicable to United States Government messages will not remedy this situation in the field of international communication. Since rates for government messages can be increased to the level of applicable commercial rates only by agreement with other nations, we earnestly recommend that steps be taken as early as possible to bring about the result.

"This can be accomplished in the World Telecommunications Conference at Atlantic City to revise the International Telecommunications Convention (Madrid, 1932).

* * * * *

"Consideration of the matter should not be deferred until the Conference to study the International Telegraph Regulations takes place about two years hence. It would be entirely proper to have the question settled in the Convention since none of the supplementary Regulations provide for special rates for government messages. It is noted that the Telephone Regulations expressly provide that Government calls shall be chargeable as private calls of the same classification."

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FCC HEAD AGAINST WHITE BILL NEWSPAPER STATION CLAUSE

Opposing the section which would prevent the Federal Communications Commission from denying the right of newspapers to own radio stations, Charles R. Denny, Jr. Chairman of the Commission, testified at length Tuesday as the first witness in the opening of hearings on the bill introduced by Senator White to revise the present radio law and its proposed reorganization of the Communications Commission.

"We believe that newspaper ownership per se is not necessarily a good or bad thing but must be considered in the light of all the surrounding circumstances", Chairman Denny told a subcommittee of the Senate Interstate and Foreign Commerce Committee. "Thus, where there are two equally qualified applicants for a station serving a community and one of the two is the sole newspaper in the town, it may be advisable and in the public interest to grant the radio station license to the non-newspaper. We believe that this policy is designed to prevent a local monopoly of the principal media of mass communications or at least it encourages a diversity of an ownership of such media.

"Thus, to the extent that this section would merely deprive the Commission of power to prohibit radio station ownership by newspapers or any other group, it merely represents present practice. From a careful reading of the section, it is my opinion that the section means only that. However, if one of its purposes is to prevent the Commission from considering as one factor any aspect of an applicant's business which may be a reasonable basis for determining that the grant of a license to that particular applicant would be more or less preferable than the grant to a competing applicant, I believe that the section may be seriously detrimental to the Commission's ability to carry out its responsibility to grant licenses to applicants who are best able to serve the public interest."

Chairman Denny declared that the Commission should be given flexibility with respect to such matters as the chain broadcasting regulations, adding:

"However, if the Committee is of the opinion that the chain broadcasting regulations should be written into the statute I believe that they should be adopted in precisely the form in which the Commission has enacted them. These rules were promulgated by the Commission only after a long and thorough investigation and in some

cases they have been modified at the request of the broadcasters. In spite of the dire prophecies of chaos and disaster with which they were originally greeted, they have not brought an end to network broadcasting, but on the contrary have led to improvements and benefits in the broadcast service.

"These rules have now been in operation for more than four years, and have been the subject matter of much discussion and interpretation. Moreover, the substance of these provisions have been written into virtually all existing network contracts. To change the substance of these regulations by statute would introduce new ambiguities requiring clarification and would require extensive revision in network affiliation contracts."

Mr. Denny expressed the belief that by limiting the number of stations, the public would be adversely affected.

"The Commission does not share the fears held by some broadcasters of the dangers of increased competition", he said. "Of course new competition brings with it some changes; it always does. It brings in men with new ideas, new ways of doing business and new ways of programming. To meet this competition the existing stations will have to find new and better ways of serving the public, and it is, of course, possible that in the process some of the less progressive broadcasters will fall by the wayside. But by this very competition to find new and better ways to serve the public, the public interest should be advanced. And we do not subscribe to the idea that a new station entering the field can only secure business and listeners at the expense of stations already in existence. There are vast opportunities in radio and large reservoirs of both listening audiences and sources of revenue which are as yet untapped.

"We feel that the theory of free competition in broadcasting upon which the present law is based has worked well. We urge that this basic theory be left unchanged. But, if the Committee feels that it should be changed then the precise formula to be applied for restricting competition in the broadcast field should be written into the bill so that we will know just how much of the present theory of free competition is retained and how much is discarded. In other words, please do not simply tell us to 'give effect to the needs and requirements.' Give us the yardstick to apply in determining how many stations a particular community can properly support."

Of the proposed amendments to the sections governing political and news broadcasts several were opposed by Mr. Denny as "impractical" and two as "serious limitations in the right of free speech".

Under one of these sections the licensee would be forbidden during a political campaign to permit the use of his station for or against any candidate for public office excepting the candidate himself, his qualified opponents, persons authorized by them, or authorized representatives of recognized political parties whose candidate's name appears on the ballot.

This, Mr. Denny argued, would mean the exclusion of parties fighting for an opportunity to get on the ballot at succeeding elections and also of minority and non-political parties or groups, such as county or state bar associations, labor unions and others, who might wish to express support or opposition of one or more candidates.

"The health of our democratic system depends in large measure upon the rights of minority groups to present their views to the American public", he said.

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MAX BALCOM, SYLVANIA, HEADS RADIO MANUFACTURERS' ASSOCIATION

Greatly expanded industry services to help radio manufacturers readjust their operations to postwar conditions were authorized by the new Board of Directors last week at the concluding business session of the 23rd annual Radio Manufacturers' Association convention in Chicago.

Max F. Balcom, Vice-President and Treasurer of Sylvania Electric Products, Inc., of Emporium, Pa. was elected President of the Association to succeed Ray C. Cosgrove, General Manager of The Crosley Division, Cincinnati, who concluded three years of service as RMA head.

Mr. Balcom has been an active leader in RMA affairs for the past 12 years. He has been a member of the Board of Directors for five years, a Vice-President for two separate two-year terms, and Chairman of the Tube Division for two separate two-year terms. During the war and through the reconversion period, Mr. Balcom represented the Association in numerous contacts with Government agencies in an effort to expedite production. He served the industry as Chairman of the OPA Radio Tube Manufacturers Industry Advisory Committee, and as Chairman of the RMA Surplus Disposal Committee, as well as in numerous other general capacities.

R. E. Carlson, Vice-President of Tung-Sol Lamp Works, Newark, N.J., and W. J. Barkley, Executive Vice-President of the Collins Radio Company, Cedar Rapids, Iowa, were elected Vice-Presidents of RMA by the newly organized Board of Directors following the election of Mr. Balcom as President.

The Directors also re-elected three other Vice-Presidents: Paul V. Galvin, President of Motorola, Inc.; J. J. Kahn, President of Standard Transformer Corp.; and Allen Shoup, President of Sound, Inc., all of Chicago.

The four new RMA Directors elected for three-year terms are H. L. Hoffman, President, Hoffman Radio Corp., Los Angeles; Harry C. Sparks, President of the Sparks-Withington Company, Jackson, Mich.; E. N. Wendell, Executive Vice President, Federal Telephone & Radio Corp., Clifton, N.J.; and W. A. MacDonald, President, Hazeltine Electronics Corp., New York City.

Dr. W. R. G. Baker, Vice-President of General Electric Co., Syracuse, N.Y., was reappointed Director of the RMA Engineering Department and remains a member of the Board of Directors.

The three-day convention concluded with an industry banquet attended by nearly 800 industry leaders and their guests. Brig. Gen. David Sarnoff, President of the Radio Corporation of America, forecast tremendous developments in the radio, television and electronics fields in an address on "The Outlook for the Radio Industry."

President Balcom, in his first address, expressed the opinion that the radio industry is entering its greatest period despite current readjustment problems.

Among the new industry services authorized by the newly organized Board of Directors at its meeting was the expansion and modernization of statistical services to cover the movement of radio and television receivers through distribution channels and their retail sales.

Uniform FM receiver dial marking, using megacycle listings instead of FCC channel numbers, was recommended for the RMA Set Division by Chairman Paul Galvin. This recommendation concurs with that of the RMA Engineering Department. Its adoption by set manufacturers is optional.

An appropriation of \$20,000 for the preparation of National Radio Week promotion material, to be used by radio dealers and broadcasters, was made by the retiring RMA Board of Directors upon recommendation of the RMA Advertising Committee.

Publication of a report on recommended basic standards for school sound recording and playback equipment was made by the Board upon recommendation of the School Equipment Committee. This published report prepared in cooperation with the U. S. Office of Education, will supplement the "School Sound Systems" brochure published by the RMA last Fall and distributed to schools and colleges by the Office of Education.

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FCC APPOINTS FIRST WOMAN AS HEARING EXAMINER

Characterized by one official of the Federal Communications Commission as an "able, hard-working gal", the Commission has added Mrs. Fanny N. Litvin to its staff of hearing examiners. Mrs. Litvin is the first woman named to that Commission post. She is presently Chief of the Motions and Rehearings Section of the Law Department's Broadcast Division.

Mrs. Litvin has served in a legal capacity with the Commission during its entire existence, and before that was with the Federal Radio Commission. She completed her undergraduate work at Montana State College and received her LLB degree from George Washington University. For a time she practiced law at Butte, Mont., with the firm headed by the now Senior Senator James E. Murray of Montana. Joining the Federal Radio Commission in 1928, she continued with the FCC. Until about 1938 she was assigned to the litigation staff, writing briefs and arguing cases before the courts. She has been in charge of broadcast motions and petitions for several years.

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COURT RULES AGAINST STATION IN SEN. TAYLOR'S BROADCAST

The first ruling in a \$100,000 defamation suit filed against Station KIDO in Boise, Idaho, by the Boise Statesman, was a memorandum decision in favor of the paper in which District Judge Charles E. Winstead has overruled a general demurrer filed by the station and has held that the newspaper's complaint "states facts sufficient to constitute a cause of action."

The Statesman's libel suit against KIDO was the first of four filed by the newspaper against southern Idaho broadcasters last Fall following the station's use of a recorded political address by Sen. Glen H. Taylor (D), of Idaho, which the publication charges contained "false representations" and was "defamatory of plaintiff as publisher of a newspaper as it denied the authenticity of the news contained in said newspapers and the value of said newspapers for commercial advertising purposes."

Answered affirmatively by Winstead in his decision were the three following questions raised in KIDO's demurrer:

- "1. May a corporation in Idaho sue for libel?
- "2. Is the alleged defamatory matter libelous per se, so that the complaint states a cause of action without alleging special damages?
- "3. Does the complaint state facts sufficient to constitute a cause of action against the defendant?"

The court ruled negatively on the query, "Was the address broadcast on its face privileged and therefore not libelous in the sense of express malice?"

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N.Y. DAILY NEWS IS CLEARED BY FCC OF ANTI-JEWISH CHARGES

The Federal Communications Commission has granted the motion of the News Syndicate Company, Inc., to strike from the record in the New York FM cases the evidence adduced in these proceedings by the American Jewish Congress relating to the content and policies of the New York Daily News and the New York Sunday News. The Commission stated that "the evidence referred to does not have probative value for the purpose of determining the issues of the case. The motion of the News Syndicate Company, Inc., to strike the same has been granted in order that the record may be clear that it has not entered into our decision upon the merits of the applications considered in this proceeding." Commissioner Jett concurred in the result.

Commissioner Durr dissented in a separate opinion, feeling that "the evidence offered by the American Jewish Congress is relevant, competent, material, and has probative value, and the motion of News Syndicate Company, Inc., to strike it from the record should be denied."

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RADIO IS SECOND TO NEWSPAPERS IN IOWA POLL

The latest Iowa Poll which carried questions having to do with radio and the press showed that those interviewed think the newspapers are fairer than radio in news presentation. Only one in ten Iowa listeners reported skipping newspaper stories that have been heard in radio news broadcasts.

About 35% of those polled said newspapers and the radio are equally fair in their presentation of the news. Another 35% said newspapers do a better job in presenting the news fairly while 25% thought radio was preferable in this respect.

One of the questions, and the replies, of the Iowa Poll, which is made from time to time by the Des Moines Register & Tribune of which Gardner Cowles, Jr., who is also President of the Cowles Broadcasting Company is the head, follows:

"In trying to make up your mind about some public questions or issues, which do you go by most - Farm Magazines? Magazines? Newspapers? Radio?"

	<u>Total</u>	<u>City</u>	<u>Town</u>	<u>Farm</u>
Newspapers	51%	59%	42%	46%
Radio	31	26	36	34
Magazines	5	6	7	1
Farm magazine	4	1	4	10
Other	2	1	3	3
Don't know	7	7	8	6

Reliance on the newspapers was slightly higher among the men (51%) than among women. The women (33%) depend on radio more than men do.

The reaction to advertising media was surveyed through this question:

"Which kind of advertising would you say seems to be most helpful to you? Farm magazine? Magazine? Newspaper? Radio?"

The replies were tabulated as follows:

	<u>Total</u>	<u>City</u>	<u>Town</u>	<u>Farm</u>
Newspaper	48%	59%	38%	39%
Radio	22	20	29	21
Farm magazine	10	1	8	24
Magazine	9	10	11	5
Other	2	1	3	3
Don't Know	9	9	11	8

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SCISSORS AND PASTE

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Times Marches On
 ("Variety")

The publicity boys around the networks and the indie stations in N.Y. have been out on the w.k. limb the past few weeks since the N.Y. Times preemed its daily radio column.

Times radio ed Jack Gould has managed to crash through with a goodly number of news breaks, beating some of the other daily radio eds to the punch. Latter, particularly the Daily News, have been squawking out loud, demanding to know of the press dept. heads, "what gives?"

Fact that Gould has frequently bypassed the publicity dept. in going direct to the source for his info apparently doesn't cut any ice with the others, who feel they've been getting the brusheroo and want an equal break on exclusives.

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Petrillo In A Corner
 ("Philadelphia Bulletin")

James C. Petrillo, boss of the American Federation of Musicians, is a man of few words. But when he uses them, especially in the form of epithets, his choice leaves no doubt of his meaning. Usually he prefers action to words, and the more high-handed the action, the better it suits his purpose.

Petrillo is now on the defensive, and his opening speech to the Federation's annual convention showed it. He threatened to expel Congressman Kearns from the union, and lashed out against pending labor legislation.

That legislation would clip Petrillo's wings. It would prevent hiring stand-by musicians, and bar an employer from firing a union member for anything except nonpayment of dues. Besides that, the Lea bill, aimed directly at Petrillo, is now being tested in the Supreme Court.

The Petrillos in the labor movement are responsible for whatever restrictions may be written into law. State legislatures in number have ended the closed shop and curbed union activities. The temper of the public has been aroused to such an extent that there is widespread demand for the elimination of abuses from union practices.

Organized labor will do itself a service by getting rid of all the Petrillos.

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ABC'S Daytime Air Sold Out; \$12,000,000 Business Increase
 ("Variety")

ABC has hung the SRO sign on its weekday daytime air in a multiple signaturing of sponsors for the net's few remaining unsold segments. Neat coup in shuffling programs to wrap up bankrollers for a total of 154 daytime quarter-hours weekly in a period of generally downward trends in billings boosts ABC's total new business since Jan. 1 to well over the \$12,000,000 mark.

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"Voice of Congress" Still Scowls at "Voice of America"
("Washington Post")

The fate that seems to be in store for the State Department foreign information program is nothing short of disastrous. By a series of pettifogging delays the unrepentant isolationists in the House have prevented the Mundt bill from reaching the floor. This is the bill that would continue after July 1 the "Voice of America" short-wave broadcasts, the American libraries abroad and the other informational and educational services which seek to present a true picture of this country. The strategy of the House die-hards is to kill the program entirely by talking it to death. The disturbing part is that now the Senate Republican leadership, which should know better, apparently has thrown in the towel. Influential GOP Senators are reported to have consented to a compromise which would narrow the information activities to a constricted broadcasting program with an appropriation of only six million dollars instead of the 34 million originally asked. * * *

The issue now becomes a matter of principle. Either we present the facts, along the line established by the Mundt bill, or we leave it to the Kremlin to explain our motives. No American who knows the diet of falsehood dished out by Pravda can want that. But we may rest assured that if we do not continue to tell our story, no one else will do it for us.

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Mother Picks The Winner
(Leonard Lyons in "Washington Post")

Gardner Cowles, Jr., publisher and President of the Cowles Broadcasting Company, tells this story about his brothers - John Cowles, the publisher, and Russell Cowles, the distinguished painter.One day Herbert Hoover was introduced to their mother, Mrs. Gardner Cowles, Sr. Mr. Hoover had been spending some time with John and Gardner, Jr., and said: "Mrs. Cowles, you should be very happy about your boys. They're smart. In fact, I think one is a genius". . . Mrs. Cowles turned to one of the people present and whispered: "I didn't know Mr. Hoover knew Russell."

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Sea-Going Radiotelephone Operators
("Long Lines")

Upon visiting the mighty "Queen Elizabeth", at her dock in New York, you realize that the telephone is just about as important for the passenger at sea as it is for the stay-at-home landlubber. While she is at sea, the "Elizabeth's" passengers can talk to people on either side of the Atlantic via the ship-to-shore radiotelephone services of the A. T. & T. Long Lines Department and the telephone system in Great Britain. In port, six shore lines are established for the use of the ship's staff.

Mrs. Margaret Morgan, chief operator of the "Queen Elizabeth" will explain that the "Elizabeth's" switchboard is manned by a staff of four operators, called "telephonists". Like American operators, they handle deftly the peak loads on the switchboard when the vessel lies at her Hudson River pier as well as at sea, with a large part of her service carried by shore lines which connect with Bell System circuits to any part of the country.

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::: TRADE NOTES :::

Among the FM authorizations by the Federal Communications Commission last week were to the Capital Radio, Inc., of Columbus, Ohio, which is partially owned by Senator John W. Bricker, of Ohio, and to Elmer A. Benson, ex-Governor and former Senator of Minnesota, for a station at St. Paul, Minnesota.

Membership in the Radio Manufacturers' Association reached its highest peak of 347 at the 23rd Annual Convention in Chicago last week with the admission of twelve new member companies.

The current RMA membership is nine higher than it was a year ago, and is 238 more than it was in June, 1941, the last prewar year.

Edward R. Murrow, Vice-President of the Columbia Broadcasting System, delivering the Commencement address at Smith College on "America As An Island", warned the graduates that we in America were moving in one direction while the rest of the world moved in another and that there was real and urgent danger that we would be isolated.

By way of giving the listeners a sample of the real thing, Claude Mahoney, WTOP-CBS commentator in Washington, D. C., cut in on his description of the Henry Wallace Washington meeting with a portion of Wallace's speech from a wire recording.

Mahoney also used a wire recording in connection with his broadcast of the plane crash at Port Deposit, Md. where WTOP had recorded the story of one of the only persons who had witnessed the catastrophe.

The Board of Education of the City of St. Louis, St. Louis, Mo., has been granted a construction permit for a new FM Station by the Federal Communications Commission; Channel No. 218, 91.5 Mcs; 12.5 KW; 370 feet.

E. A. Nicholas, President of the Farnsworth Television & Radio Corporation of Fort Wayne, Ind., is author of a 2,000-word article on radio appearing in the Americana Annual for 1947 just released by the publishers of the Encyclopedia Americana.

Articles in the Americana publication, which for 25 years has been an authoritative source of information about developments in all branches of knowledge, are written by foremost experts in each of the fields described. Mr. Nicholas' article reviews the radio industry's conversion to peace-time production, its latest progress in research, and radio manufacturing activities in other countries of the world.

The Texas City Broadcasting Service, Texas City, Texas, has been granted a construction permit for a new station by the FCC to operate on 920 kc., 1 KW, daytime only, engineering conditions.

Six fellowships, given cooperatively by the National Broadcasting Company and the Joint Religious Radio Committee, have been awarded for the fourth consecutive year by a Committee headed by Dr. James Rowland Angell, NBC public service counselor. The fellowships make it possible for appointees to study at any one of three NBC Summer radio institutes at Chicago, Los Angeles and San Francisco.

Applicants were chosen on the basis of the quality of the work they have done in promoting religious radio programs on a sustaining basis for federations of churches and other inter-denominational agencies.

Larry E. Gubb, Chairman of the Board of Directors of Philco Corporation, declared Tuesday at Atlantic City that his company could duplicate 1941 prices only if it could return to 1941 material and wage conditions.

Addressing the Philco national sales convention at the Municipal Auditorium, Mr. Gubb said prices for refrigerators and radios manufactured by his company had not advanced in proportion with the 55 per cent increase in the cost of living since 1941.

"Research and engineering are our only hope today to give greater value for less money", he said.

The North Missouri Broadcasting Co., Kirksville, Mo., has been granted a construction permit for a new station to operate on 1450 kc., 250 watts and unlimited time.

A new all-electric automatic record player has been released by the Emerson Radio and Phonograph Corporation at \$39.95, the model which plays 10 or 12-inch records, features a three-tube amplifier, a 6-inch oval Alnico 5 permanent dynamic speaker and a self-starting constant speed AC motor.

Ray Henle, WOL newsman in Washington, D. C., was in a stew on his Monday 12:30 PM broadcast when he was unable to use the information that the President had vetoed the tax bill because the reading of the bill had not begun in the House. Henle, not to be outdone, however, told his listeners a message had been received from the President and that when messages on a bill come from the President it usually indicates disapproval. All through his broadcast Henle was careful not to use the word "Veto". No sooner did he complete his commentary than the one minute commercial following used the word nine times in plugging "Veto Underarm Deodorant."

Lighting of fluorescent lamps without the use of wires, transmission of the human voice by a flashlight beam and direction of radar energy by reflectors, were among the things demonstrated at the luncheon of the Sales Executives Club in New York Tuesday by Dr. Phillips Thomas, Research Engineer of the Westinghouse Electric Corporation. Dr. Thomas stressed the advances made in the field of electronics since the discovery of the vacuum tube, and ranked radar as second only to the atomic bomb.