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No. 1792

September 17, 1947

BROADCASTERS' CONVENTION IN FULL SWING; RECORD ATTENDANCE

The radio industry now assembled at Atlantic City for the 25th annual meeting of the National Association of Broadcasters has kept itself on the front page as never before. Early reports are that the attendance is the largest in the history of the organization and that all records have been broken.

The first work of the convention was consideration of a new code of standards proposed for the broadcasting industry which was presented Monday by Robert D. Swezey, Vice-President of the Mutual Broadcasting System, Chairman of the Code Committee. Proposing, as it does to cut advertising on the air from 15 to 20 percent, this clause of the code is expected to prove one of the most controversial topics of the Atlantic City assembly. The main reduction in the amount of time devoted to commercials, however, would be in the programs before 6 P.M.

The proposed new code which in agate type requires about 5 newspaper columns would seriously cramp the style of disk jockeys and restrict audience participation and "give away" programs.

One of the facts brought to the attention of the convention was that the National Association of Broadcasters had no power to enforce a code under its present rules and regulations. According to Jack Gould of the New York Times, power of enforcement might come later in the form of the code's use by the Federal Communications Commission as a minimum standard of performance for stations seeking renewal of their licenses from the Government.

Highlights in the proposed new broadcasters' code are:

A blanket stipulation that no fifteen-minute program contain more than three minutes of commercials, a provision that would strike in particular at many disk jockeys, the so-called "give-away" programs and many audience-participation shows.

The placement of only one commercial "spot" announcement between regularly scheduled programs. (Many stations now use two or even three "spots" between programs.)

A ban on any commercial announcement in the middle of a news broadcast that is less than fifteen minutes in length.

A surprise clause was the prohibition of the dramatization of political or other controversial issues. This was construed as being aimed at the Democratic National Committee and in earlier years Senator Vandenberg, of Michigan, a Republican, dubbing in the voice of President Franklin D. Roosevelt into political speeches. Senator Vandenberg, who thought up the idea in one of the earlier Roosevelt campaigns, was cut off by the network but WGN of the Chicago Tribune and several other stations used it in full nevertheless. The

Michigan Senator first would let the listener hear Roosevelt's campaign promises in the latter's own words and then would tell how in his, the Senator's, opinion they were not carried out.

The need for prompt action by the broadcasters to meet public criticism of radio by the adoption of a new code was voiced by Sigurd S. Larmon, Chairman of the Board of Young & Rubicam, one of the largest advertising agencies, and by Charles G. Mortimer, Jr., Vice-President of the General Foods Corporation and Chairman of the Advertising Council.

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PROPOSAL TO HOBBLE CRIME PROGRAMS SPARKS NAB CONVENTION

An exciting curtain raiser for the convention was when under the guiding hand of Niles Trammell, President of the National Broadcasting Company, stations affiliated with NBC voted to ban the broadcasting of crime and mystery programs before 9:30 P.M. New York time.

This apparently came as a complete surprise to the competing networks who, however, pulled no punches in expressing themselves.

Frank Stanton, President of the Columbia Broadcasting System, said that the problem of mystery shows on the air was related more to the manner in which they were presented than to the hour of day at which they were heard.

"It's not the mystery show per se", he contended. "It's the way it's handled, the treatment and care with which it is produced."

Mr. Stanton held that there "was no magic to the hour of 9:30" and that it was not consistent with programming balance to group all programs of one type within a given period.

"It's a little unrealistic", Mr. Stanton added, noting that the NBC ban in the Central Time zone was fixed at 8:30 P.M. when, he said, children might still be up."

Edgar Kobak, President of the Mutual Broadcasting System, declared:

"That's a lot of hooey. It's just as though we were going to tell you that we won't carry any soap operas simply because we don't have any.

"Would Trammell (Niles Trammell, NBC president) have done it if they had ten mystery shows on before 9:30? Are they going to take off their serials, too? I have heard some criticism - much of it unjustified, because if the serial is handled properly, it is all right - of them."

Mark Woods, President of the American Broadcasting Company, said that it was so much "hokum" to assume that children of all ages could be protected from mystery programs merely by selection of a time limitation.

"The younger children should be protected from the pure thriller, of course, but the older children will listen to them regardless", he said.

For the central time zone the limitation on NBC crime shows is fixed at 8:30 P.M., the earlier hour being due to technical considerations which it was said could not be altered immediately. In the mountain and Pacific time zones the limitation is put at 9 P.M., local time.

The proposal regarding mystery broadcasts said:

"While mystery and crime stories are as old as literature itself, the vivid, living portrayal of such dramas on the air have an impact on the juvenile, adolescent or impressionable mentality that cannot be underestimated."

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"5,000,000 TV VIEWERS IN '48", SARNOFF; HITS McDONALD PROPOSAL

Television had its inning at the Atlantic City broadcasters' convention first by addresses of Gen. David Sarnoff, President of the Radio Corporation of America and Frank E. Mullen, Executive Vice-President of the National Broadcasting Company, at the first annual NBC convention; second, by General Sarnoff characterizing as impractical a proposal by E. F. McDonald, Jr., of Chicago, President of the Zenith Radio Corporation to offer television over telephone lines; third, a spirited reply from Commander McDonald; and fourth, a demonstration of television pictures 6 by 8 feet in size sent from New York to Atlantic City via Philadelphia over the longest chain of micro-wave relays ever used for this purpose - a distance of 200 miles.

Asserting that there would be 5,000,000 viewers for television by the end of 1948, General Sarnoff said that the new art is "no longer around the corner, but right on the door step." He predicted that by the end of next year there will be installed and in use a total of 750,000 television receivers throughout the country.

Both General Sarnoff and Mr. Mullen predicted that sound and sight broadcasting will combine in due course. "The fusion of sound broadcasting with television is destined to come in radio ultimately just as the combination of sight and sound came in motion pictures", General Sarnoff said.

"The National Broadcasting Company is now committed to the launching of television on a national scale, and all of the network's television resources are at the disposal of its affiliates",

said Mr. Mullen further. "The NBC is gearing in every direction to bring national television to this country. Television is now launched, and we are going forward with it."

Referring to McDonald-Zenith proposal of receiving television programs over the telephone paying for such programs as you may desire to hear, General Sarnoff said:

"A system of so-called wired 'phone-vision' would introduce a monopoly feature into television by limiting its service to telephone subscribers", he said. ". . . the political implications, the legal and regulatory aspects, as well as the technical difficulties of preventing non-payers from receiving the same programs, dooms such an impractical system at the start."

"Such a system, which would limit its service only to those who would agree to pay for the programs as well as for the receivers, is an idle dream", he asserted.

In reply to this, Commander McDonald sent the following telegram to the New York Times:

"Statement of David Sarnoff, quoted by you in your September 14 story, attacking phone vision system of providing pay-as-you-see television service reveals either serious distortion or complete misunderstanding of facts on the part of General Sarnoff."

"Phone vision receivers do not, as he alleges, limit their service only to those who would agree to pay for programs. They provide for full, free reception of all sponsored or sustaining programs with commercials that are broadcast free to owners of ordinary television sets. In addition, they will enable set owners to see in their own homes, for a modest fee, new movie's, theatrical spectacles, championship sports events, and other costly features that can otherwise be seen only after paying admission at the box office."

"First run movies, Broadway plays, and similar features never have, and never will, be available to the public free of charge. Their production cost, which sometimes exceeds one million dollars per hour, is so great that advertising sponsors can never pay the bill."

"In 1925 General Sarnoff predicted that commercial television would be here within five years, but television has languished for more than twenty years because of inadequate programming. Prominent national advertisers are dropping television today because the high cost of producing successful programs is beyond their budget. Phone vision, by moving the theater into the home along with other television, provides the two great services needed to make the video art a commercial success and a service of incalculable value to the public. The phone vision set of the future, which will provide free and pay-as-you-see television, will cost no more than ordinary, one-service television sets do today."

The large 6 by 8 feet television pictures originating in New York and beamed to Atlantic City by way of Philadelphia, provided the first public demonstration of television transmission over such a great distance by means of super-frequency microwave television relays, according to T. A. Smith of RCA.

"It demonstrates", he said, "that microwave equipment can be employed for transmission of television programs over long distances, and points the way toward expansion of television program service to reach a greater number of people."

The demonstrations were presented cooperatively by the American Broadcasting Company, the National Broadcasting Company, their affiliates WFIL-TV and WPTZ, and the RCA Victor Division of the Radio Corporation of America.

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FCC AID SOUGHT IN FM DUPLICATION; DILLARD NEW FM PRESIDENT

The main result of the first annual convention of the FM Association in New York last week was to put up a proposal to the Federal Communications Commission that the Commission prohibit network agreements with radio stations that prevent the simultaneous broadcasts on both standard and FM stations. A preamble to the resolution was "that the advancement of FM at this time will best be accomplished by the duplication of regular network programs over FM facilities."

In another resolution the convention asked the manufacturers to turn out more low-priced FM sets and in still another urged FM station operators to give better programs, to use more live talent and not depend so much on recordings.

Everett L. Dillard, General Manager of WASH-FM, Washington, D.C., was elected President of the FM Association for 1947-48; William E. Ware, KSWI, Omaha, Neb., Vice-President; E. J. Hodel, WCFC, Beckley, W. Va., Secretary, and Thomas F. McNulty, WMCP, Baltimore, Treasurer. J. N. Bailey was re-elected Executive Director.

A lifetime membership scroll was presented to Maj. Edwin H. Armstrong, inventor of FM. Also scrolls for outstanding contributions to FM to Jack Gould, Radio Editor of the New York Times and others.

Evidently speaking from personal experience, Representative Carroll D. Kearns, (R), of Pennsylvania, who so recently had James C. Petrillo, President of the American Federation of Musicians on the green carpet in Washington, advised the convention that they had better try to come to some kind of an agreement with the tough little music leader rather than to endeavor to settle it by an Act of Congress.

Representative Kearns, who is Chairman of a House Labor sub-committee, went so far as to say he believed Mr. Petrillo wanted to do the right thing for FM. "Arbitration and negotiation are the only solution of the controversy", the Pennsylvania solon concluded. "You'll never be able to legislate this situation away."

Acting upon the suggestion of Mr. Kearns the FMA Directors later appointed the following committee which it is expected will meet in the Congressman's office at an early date:

Everett Dillard, Chairman; Raymond F. Kohn, WFMZ, Allentown, Pa.; Morris S. Novik, of the Unity Broadcasting System; Marion Claire, WGNB, Chicago, and J. N. Bailey of FMA.

Paul A. Walker, Vice-Chairman of the Federal Communications Commission was of the opinion that FM network program duplication was not essential and likewise suggested that the FM stations originate their own programs.

"Duplication of programs will be a substantial aid to FM", Commissioner Walker said. "However, I do not agree that the whole future of FM turns on duplication. I think that FM broadcasters should proceed to develop programs specifically for FM. There is plenty of room for new types of programs and especially for programs peculiarly suited to high fidelity transmission."

"Already, sixty million Americans live within the range of one or more FM stations. Note that I say 'live within the range'. I do not say that they are all hearing FM. Because of the lack of FM sets, very few of them are able to hear the new FM stations. All in all, comparatively few people know what those mysterious initials 'FM' signify. For too many folks, FM is still in the category of the sea serpent and the flying saucer.* * * *

"I am glad to have the opportunity afforded by this convention to re-affirm the enthusiasm of the Commission for this new type of broadcasting and to call attention again to its merits.

"The main advantages of FM are as follows:

"First: FM is easier on the ears. It is virtually free from static and other electrical noise, from interference and fading.

"Second: FM has high fidelity. Its range brings all the tones and over-tones of every instrument in the orchestra.

"Third: FM means more service. Most communities will be able to have more FM stations than they now have AM stations. Generally, the stations in a given community will be similar in the coverage they provide. That means that a station cannot rely on superior power, as at present, to compete for an audience. It will have to compete on the basis of excellence of programs. Here we have true equality of opportunity.

"The opportunity for more stations also means that new people with new ideas can come into the field. It means a greater possibility of catering to minority tastes and of expanding discussion of controversial issues."

Declaring that radio manufacturers already have invested millions of dollars in FM and have incurred heavy losses in developing FM receivers, Mr. Max F. Balcom, President of the Radio Manufacturers' Association, said:

"The manufacturers who comprise RMA are just as much interested as the broadcasters in FMA in making FM broadcasting a going, paying business."

Set manufacturers have produced more than 700,000 AM-FM receivers since the war, Mr. Balcom said, and the rate of production is expected to increase sharply during the remaining months of 1947 due to the development of reasonably priced FM table models by an increasing number of manufacturers.

Mr. Balcom said that, although all production has declined during the Summer vacation period, there is no reason to believe that the RMA estimate of approximately two million FM receivers in 1947 will not be reached.

Mr. Balcom warned FM broadcasters, however, that it will take several years to build up an FM audience comparable to that now in the AM field.

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WIND, CHICAGO, PLANS EXPANDING BASEBALL TO FIVE STATES

WIND, Chicago, of which Ralph Atlass is President, plans to expand its Midwest Baseball Network for the 1948 season. Mr. Atlass has invited 50 stations in Illinois, Michigan, Wisconsin, Indiana and Iowa to attend a meeting at the Ritz hotel, Atlantic City this week to discuss coop participation in the network, whose prime concern is the broadcasting of the Chicago Cubs games.

The MEN heretofore was managed on the outside. Next season it will be operated directly by WIND, which locally broadcasts the games for Old Gold and Walgreen.

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An adaptation of the walkie-talkie made its appearance this week at the opening of the United Nations General Assembly in New York. Some 1800 earphones and receiving sets, about twice the size of a cigarette pack, were placed in the U. N. Hall for delegates, press and public.

The innovation made it possible to move about freely about the building without missing a word of the proceedings.

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BLUE BOOK IS STILL BLUE, FCC CHAIRMAN ADMONISHES BROADCASTERS

In what was considered one of the most important speeches at the Broadcasters' convention at Atlantic City - that of Charles R. Denny, Chairman of the Federal Communications Commission at Atlantic City today (Wednesday, September 17) - Mr. Denny, referring to the first year's operation of the highly controversial "Blue Book" rules declared:

"Let's take a look at the Blue Book. Its cover is still solid blue. It has not been bleached. The Blue Book stands as fundamental FCC policy.

"Those who have suggested that the color of the Blue Book is fading point to the fact that the Commission after hearings has renewed the licenses of six stations that received prominent mention in the Blue Book. Two things, however, are overlooked.

"First, they fail to take into account the real improvement made by the stations in question and their recognition, which we are convinced is sincere, of their public service responsibility.

"Second, they misconstrue the purpose of the Blue Book. The Blue Book was issued to make known to the public and the industry some of the basic questions which we feel should be taken into account in developing program service in the public interest. It was issued to aid broadcasters in developing a consciousness of public service responsibility. In addition, we wanted to indicate the general outline of our licensing policy. The Blue Book was never intended to lay down by rigid rule the precise conditions under which licenses would be revoked. For improvements in the broadcast field must come in the first instance from the broadcasters themselves, from their appreciation of their own responsibilities to meet public requirements. Only when there is continued and flagrant disregard of these responsibilities does the licensing authority come into play.

"In the final analysis the success of this industry and the success of the governmental licensing authority are not to be measured by the number of licenses issued or by the number of licenses revoked.

"The important thing in broadcasting is what comes out of the loudspeaker. The renewal applications and other reports received since the publication of the Blue Book give evidence that you are becoming increasingly aware of your responsibilities to the public. Here in Atlantic City you are considering a detailed code by which you hope to raise the standards of your industry. In this objective we wish you every success. There is still much to be done. American radio is still too commercial."

With regard to television, Chairman Denny said:

"Where do we go from here? Are only 41 American cities to have a monopoly on television? Pictures of television sets are appearing in magazines that circulate throughout the land. Soon the good people of Memphis, Birmingham, Kansas City, Denver, Atlantic City, and a hundred other cities are going to start asking - 'When do we get television?'

"It is our clear duty -- yours and mine -- to do everything within our power to see that this new service reaches the maximum number of American communities. * * * *

"Suppose it could be arranged for you to enter television simply by installing a transmitter and an antenna. Suppose instead of building studios and buying cameras and a film pickup for the origination of programs of your own, you could, initially at least, rely upon a network for program service? In those areas which today are not traversed by coaxial cables and where no network television service is available, suppose one station in a large community could do the programming and distribute it to transmitters that you would build in smaller adjacent communities and link to the key transmitter by radio relay? Several stations in different communities might share a common central studio or a mobile pickup unit and move it from place to place for the origination of programs.

"Thus, little clusters of television stations might be spawned in various parts of the country. Then as the coaxials and microwave relays reach across the nation these little networks might be joined together and a nationwide television service would emerge. In this way television might be nursed through the tender period of its infancy."

Turning to FM the speaker said:

"Here may be a clew to what the FM service of the future will look like. We may in the not too distant future have FM sets with, say, 10 push buttons which could be marked as follows: the first four would bring you on FM the programs of the established nationwide networks. (I know that this depends on Mr. Petrillo and the four networks getting together, but I hope this can be done in the near future.) The next two buttons might bring you via FM the programs of established independents.

"But the last four buttons could bring you something entirely new to the aural radio art. For example, Button 7 might be labelled 'classical music' and bring you an FM network joined together by direct radio pickup. Any hour of the day or night when you want good music you would only have to push this button to get it.

"Button 8 might be labelled 'dance music' and would bring you popular tunes at any hour of the day or night by means of a parallel FM network.

"Button 9 might be labelled 'Features' and could bring women's programs, children's programs and other special attractions.

"The last button might be simply marked 'news' and by pushing it you would get a 15-minute news summary at any hour of the day."

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OVERSEAS BROADCAST SUBSIDIES URGED, ALSO "FREEDOM-TO LOOK"

Justin Miller, President of the National Association of Broadcasters, addressing the Association's Convention at Atlantic City Tuesday, said that private industry could not be expected to finance international broadcasting operations that are not on a paying basis.

"The only alternative, therefore, to Government broadcasting", he said, "is a Government subsidy which would put us on an equal footing with the Government-owned and subsidized systems of other countries."

Mr. Miller recalled the proposal of Brig. Gen. David Sarnoff, head of the Radio Corporation of America, that the United Nations Economic and Social Committee set up a network of United Nations radio transmitter at strategic points around the globe.

This referred to an address made last Friday in Chicago to the United Nations Educational Scientific and Cultural Organization by General Sarnoff proposing the establishment of a United Nations network of radio and television stations throughout the world. He said with the advent of television "Freedom to Look" had become as important as "Freedom to listen".

"If the principle is right, and if the job needs to be done, it is clear, it seems to me, that the cost is relatively unimportant", the speaker, who was introduced by Assistant Secretary of State William Benton, said. "Even if the cost of operating such a world-wide system should prove to be as much as \$50,000,000 a year, that figure is far less than the cost of one modern battleship; it is a mere fraction of what a single nation spends yearly for its armament. It is less than one-fifth the amount that was spent on fighting in a single day during the last World War."

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TAFT-HARTLEY LAW MAY STOP PETRILLO MUSICIANS FROM MAKING DISKS

The American Federation of Musicians, American Federation of Labor, may prohibit its members from making new phonograph recordings after December as a result of the Taft-Hartley Law's restrictions on the use of royalties and welfare funds paid to unions, a dispatch from Chicago states.

The AFM executive board, headed by James C. Petrillo, was disposed to take such action at its meeting in Chicago last week. At the last minute, it was learned, it was agreed to defer the decision until a meeting in Chicago on October 13. The sixty-day notice of the termination of the contract in December required by the Taft-Hartley Law can be given at that time. Union leaders agreed there was no advantage in making their decision earlier.

The union's income from the sale of recordings is reported to be about \$1,000,000 a year. The rate ranges from one-quarter of a cent per record upwards, depending on the price of the record.

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NEW 47-STORY DALLAS HOTEL TO HAVE TV IN EVERY ROOM

The Lacy-Potter Television Broadcasting Co., of Dallas, Texas, has been granted a construction permit by the Federal Communications Commission for a new commercial television station; Channel No. 3, 180-186 Mc; power (visual) 35 kw. (aural) 18.5 kw.

This carries with it a proposal to install a television set in every room of the new 47-story hotel now being built in Dallas. Also the new station will have a 489 foot antenna mast, less than 100 feet as tall as the Washington Monument.

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RESPONDENT DISAPPEARS IN LUXOR RADIO CASE

The Federal Trade Commission closed without prejudice the case growing out of its complaint charging Harold Kirschbaum, trading as Luxor Radio Manufacturing Co. and Consolidated Radio and Television Co., New York, with misrepresentation in the sale of radio and television sets and other electrical and mechanical devices.

The case was closed, with the concurrence of all the Commissioners, on motion of counsel supporting the complaint, in which it was set forth that the whereabouts of the respondent cannot be ascertained despite diligent search and inquiry. The Commission reserved the right to reopen the proceeding should future circumstances and the public interest so require.

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BRITISH PLAN BIG POST-WAR REOPENING OF "RADIOLYMPIA"

The 1947 "Radiolympia", Britain's fifteenth National Radio Exhibition, opens the week after next (September 29) in its pre-war home at Olympia, London. This big ten-day exhibition, described as a "pageant of British radio", will be the first to be held since the exhibition of 1939 was abruptly brought to a premature end by the outbreak of war, and, as is fitting, this will be the biggest of all "Radiolympias".

Trade buyers from all over the world are attending. There will be a large display of British short-wave receivers incorporating many war-time lessons and equally suitable for all climates. A booklet called "British Radio for the World" which has been issued by Britain's Radio Industry Council to mark the jubilee of the British radio industry, the silver jubilee of British broadcasting and the tenth anniversary of the first television transmissions to viewers in Great Britain, makes the point that the British radio industry has already increased its exports four-fold as compared with pre-war days.

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NAVY PLANS \$1,000,000 CALIFORNIA BOMB, QUAKE PROOF, STATION

A new million dollar high-power radio station is being built by the Navy at Dixon, Calif. The station will be built of reinforced concrete and be "blast and earthquake resistant", the Navy said.

The high frequency station will feature flexibility of equipment and expansion for future needs.

The Navy did not specify the extent of the blast the station is designed to withstand, but all naval installations now being constructed are checked by a board of experts on the effects of atomic bomb blasts.

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D.C. TEACHER WINS PRIZE FOR HISTORY "SOAP OPERA" IDEA

Today's daytime dramas - "soap operas" - can make American history fascinating and sharpen critical standards of High School students, according to a D.C. teacher whose plan for using radio in the classroom won her a \$25 prize in Washington, D. C.

She is Mrs. Elizabeth L. Chase, English teacher at Calvin Coolidge High School. Her winning idea was titled "Using Soap Opera to Kick-Off a Unit in American Literature". It was judged best of all plans submitted by 200 members (mostly teachers) of the two-week WTOP-CBS Radio Workshop sponsored by the District Public Schools, WTOP, and the Columbia Broadcasting System.

Dr. Hobart M. Corning, Superintendent of Washington schools, presented the check to Mrs. Chase.

Mrs. Chase's prize-winning outline for using radio in the classroom utilizes radio literature "as a hook between the past and the present which encourages students to make thoughtful and helpful criticism of radio literature today", she said.

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::: SCISSORS AND PASTE :::
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Editorials On The Air
("Washington Post")

It was because the granting of a license to use a radio frequency was a special privilege that the Federal Communications Commission was justified in insisting that the licensee present conflicting points of view, especially in respect of political issues, impartially. "The broadcaster", the agency declared, "cannot be an advocate."

But new developments in electronics have vastly expanded the radio spectrum. In the two years since the end of the war, the FCC has issued as many licenses for new stations as it issued during the whole of the preceding decade. Frequency modulation is making many additional channels available. Television is beginning to add still more. It is not yet true that the supply of frequencies exceeds the demand - at least in some of the large communities where broadcasting is most profitable. But that time seems certain to come - no doubt soon. And it is in anticipation of it that the FCC has announced that it will hold hearings in January to determine whether its policy forbidding broadcasters to be advocates should be changed.

Of course, when every applicant for a radio license can be granted one, the role of the FCC will be greatly simplified. It will stand in relation to broadcasters in much the position of the Post Office Department in relation to newspaper publishers; licenses, like second-class mailing privileges, can be extended automatically to all who meet certain simple standards of decency. And in that happy time, broadcasters, we think, should be quite as free as publishers to advocate any cause or candidate they favor. Radio stations are already nearly as numerous as daily newspapers. Their numbers ought to assure that diversity which is the best possible protection of the public interest. We fancy, in any case, that the development of editorial opinion on the air ought to come gradually - that it has been coming gradually for a long time and is already far advanced. Broadcasters need not be too impatient for complete freedom. Their concern must be to use it well.

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Red (Ink) Menace
("Broadcasting")

Only a little over a half a year ago, in March, Llewellyn White, working under a \$100,000 grant from Publisher Henry Luce (Time, Life, Fortune) and the U. of Chicago to the Commission on Freedom of the Press, offered The American Radio to the public.* * *

Among Mr. White's acknowledgments was an interesting paragraph: "The Federal Communications Commissioners and their staff, particularly Edward Brecher, of the legal department, were especially helpful in making material available."

At the time Mr. White's book was published, Mr. Brecher had left the FCC to manage WQQW, Washington, a station largely financed by stockholders inspired by the ideas set forth in the Blue Book, by "Radio's Second Chance", a book by Charles A. Siepmann, ex-FCC employee, and Mr. White.

They were fine-sounding theories. But they lacked something. They just wouldn't work. Practical broadcasters recognized that lack. This magazine pointed it out repeatedly.

WQQW was the testing ground. Although it was managed by the man whose ideas were incorporated in the Blue Book and The American Radio, the station drips red ink. And Edward M. Brecher is no longer its general manager.

WQQW will be sold if a buyer can be found. Otherwise there is talk of operating on a public contribution basis. Whatever the final disposition, it appears certain the station will not be operated successfully on the pinkish theories of Mr. Brecher.

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Sen. Lodge's Complaint Cited in "Voice of America" Argument
("The Washington Post")

Every returning traveler from Europe will bear out Senator Lodge's observation of the "shocking" distortions of the truth about America that are current in Europe. The motives back of our aid are everywhere assailed. Even in high quarters the reason for the Marshall initiative is thought of in terms either of saving our export skins or of beginning a new American empire. As Senator Lodge says, "everything we do is twisted".

Nothing, in our opinion, testifies as convincingly to the success of Soviet propaganda as this stage of things. However, there are other circumstances which account for the misrepresentations of which the Senator speaks. There is a basic resentment among many Britons and Frenchmen over the hemorrhage in their national power which resulted from the conflict with Hitler. Added to this is the usual bitterness that comes from dependence. A creditor is never a hero to his debtor, as Britain found out when it was the world's greatest creditor. As the Emperor Francis Josef observed, when reminded of a debt to Russia for help in suppressing a Hungarian revolt, "We shall astonish our allies by our ingratitude."

It seems to us that Senator Lodge's finding constitutes a convincing argument for the strengthening of the Voice of America program.

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::: TRADE NOTES :::
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Assistant Secretary of Labor Phil Hannah announced last week, according to an Associated Press dispatch from Cincinnati, that he had resigned, effective "when William Green (President of the American Federation of Labor and Labor Secretary Schwollenbach select a man from the ranks of labor to take my place."

Wouldn't it almost stop the show at Atlantic City if Chairman Denny of the Federal Communication Commission announced that he had resigned, effective "when President Truman and Justin Miller, President of the National Association of Broadcasting, select a man from the ranks of the broadcasters to take my place"?

Whether or not to broadcast the new song "Have a Heart - Taft-Hartley" is going to be a headache for station managers. After "Florence the Girl Disk Jockey" played it over WGAY, Washington, Tuesday for the first time, she said: "If you don't see me here tomorrow you'll know the reason why!"

Emerson Radio & Phonograph Corporation and Subsidiaries - Thirty-nine weeks to Aug. 2: Net profit, after \$500,000 inventory reserve and \$1,102,974 for taxes, was \$1,535,197, equal to \$3.96 a share, compared with net of \$767,192, or \$1.92 a share earned in thirty-nine weeks to Aug. 3, 1946, when \$577,168 was deducted for taxes.

Representative Carroll D. Kearns (R), of Pennsylvania, Chairman of the House Labor subcommittee, has advised broadcasters that James C. Petrillo, President of the American Federation of Labor, has agreed to meet Sept. 20 in Chicago with officials of the National Education Association School Administration Department to sign an agreement permitting young musicians in schools and colleges to broadcast. The agreement will go into effect immediately after the signing, Representative Kearns said.

International Detrola Corporation and Subsidiaries - Nine months to July 31: Net profit \$1,139,908, equal to 93 cents a share, compared with \$950,701 or 78 cents a share for similar period a year before, which included \$769,025 non-recurring profit on sale of California plant; sales, \$53,028,516, against \$25,790,436. Included for the first time are operations of Universal Cooler Company of Canada, Ltd., which on Feb. 3 became a wholly owned subsidiary.

A story tracing the progress of the American Broadcasting Company, since its purchase in 1943 by Edward J. Noble, appears in the "Business" section of the September 15 issue of Newsweek. A picture of Mr. Noble, Chairman of ABC, and Mark Woods, President, illustrates the Newsweek article.

Due to greater mass production and the absorption of development costs by heavy sales throughout the nation, price reductions up to \$430 have been made by the United States Television Mfg. Corp.

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