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October 1, 1947

RADIO BLAST TRUMAN'S REPLY TO ROVING G.O.P. CANDIDATES

Never was the power of radio for political purposes better exemplified than what is reliably reported to be President Truman choosing to answer the country-wide charges made by all the traveling Republican presidential aspirants - Dewey, Taft, Stassen and Joe Martin - with a single coast-to-coast broadcast next Wednesday (October 8) in Washington in connection with the celebration of Democratic Women's Day. Ostensibly it is to be a routine address but Washington observers believe that, although the speech will be addressed to the women members of his party, it will touch upon many issues of the 1948 campaign and will be directly aimed at Republican presidential candidates now so busily going around the country trying to line up votes. The President, it is thought, might even take the occasion of his broadcast to the women to put in something for Wallace who is just starting on a New England stumping tour.

An old campaigner close to the White House expressed the belief that President Truman could reach more people in one broadcast of 15 minutes than all the roving candidates could in 15 days of oldtime barnstorming. Furthermore it is argued that radio is far less dangerous for a visiting candidate than mixing around personally among various quarreling local factions. For instance, a slip on the part of Charles Evans Hughes in not calling on Senator Hiram Johnson when they were both in the same hotel on the West Coast probably cost Hughes the California vote, and his defeat by Woodrow Wilson.

As the 1948 campaign approaches presidential aspirants are snuggling up to radio station owners while touring the different States just as they used to, and still curry the favor of influential local newspaper publishers.

President Truman, who holds the whip hand on the Federal Communications Commission which, in turn, holds the Sword of Democles over all broadcasters, has praised radio on several occasions and more recently Governor Dewey, who never loses an opportunity to acclaim radio, has been even more outspoken on the subject.

Among congratulatory telegrams read by Robert S. Peare, Vice-President of General Electric, who presided at the broadcast celebrating the 25th Anniversary of Station WGY at Schenectady, was one from Mr. Dewey, which emphasized WGY as being one of the greatest broadcasting stations in the country. Continuing, the Governor's message read:

"Today radio has become an integral part of the daily lives of the citizens of our State. The daily news broadcasts, the public service and education programs, the information services and the entertainment provided by radio have become a necessary part of our civilization.

"During the long hard years of war the radio kept us informed hour by hour of the progress and victories of our fighting men and women. It served also to keep us alert to our responsibilities on the home front. It performed a splendid public service and contributed mightily in making Americans the best informed public in the world.

"In the days that lie ahead, radio is entering upon a new phase. Wartime developments have opened up possibilities of an electronic age hitherto undreamed of. Television and Frequency-Modulation will come into their own. More than any other channel of communication, radio can serve as a great force for good in the winning of the peace. It can link the freedom-loving people of the world together in a great communication system and do much to achieve international understanding and co-operation."

Governor Dewey on still another occasion commended the broadcasting industry for its vigilance in keeping the radio free of control by government and minority groups. The result is that the American listening public is the best informed in the world, he said.

Addressing the fourth annual convention of the Association of Women Broadcasters of the National Association of Broadcasters in New York City, the Governor warned of many groups "who want to take over radio and manipulate it for political and economic purposes."

Governor Dewey asserted that "radio has remained free by keeping its programs free of offense, by serving the right of the public to hear the truth and all shades of opinion."

"During recent years we have had many groups of earnest brethren who want to take over radio and manipulate it for political and economic purposes", he said. "But our networks and stations have seen to it that the meddlesome ones have no excuse for joining the other nations of the world in putting the iron control of government over what our people shall hear through the air."

President Truman's broadcast on Democratic Women's Day will be heard over the Mutual network via Station WOL in Washington at 1:30 P.M. EST next Wednesday, October 8th.

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WGBS, MIAMI, OTHER TALL RADIO TOWERS, ARE HURRICANE TARGETS

There is food for thought for broadcasters erecting tall FM and television towers in the way the devastating Florida and Gulf hurricanes mowed down some of these radio sky-scrappers.

WGBS, the Storer-Ryan Fort Industry station at Miami lost two transmitter towers at the height of the hurricane, but stayed on the air with the one remaining tower. Only a few minutes were required by transmitter engineers to make quick adjustments and get the station back on the air after the two towers were destroyed by

125-mile-an-hour winds. In accordance with a previously formulated plan, engineers and announcers went on duty at the transmitter the night before the storm. Duplicates of all local programs plus a supply of recorded music were kept at the transmitter. The foresightedness paid off, for the A. T. & T. lines were disrupted and no network service was available from Wednesday to Friday, when it was resumed only on a share basis with other network stations. Messages from other parts of the country requesting information about relatives were said by the Red Cross to have achieved nearly 100% response. All pertinent information was broadcast in both English and Spanish. The station was fortunate to have on hand four broadcast towers for its new 50-kw transmitter.

A tower of WIOD, Miami, was bent over double - almost exactly in half - the top of the tower touching the surface of the bay. At that, service was only interrupted several minutes while the transmitter was being re-tuned. WJNO at West Palm Beach lost a tower. A falling coconut tree broke the transmission line to the antenna at WWPG, West Palm Beach.

A tower of WNOE, New Orleans, collapsed but the station was able to carry on. Not so lucky was WSMB, New Orleans, which was forced off the air about 4 hours the day the hurricane hit.

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ZENITH THREE MONTHS' NET OPERATING PROFIT \$376,744

Zenith Radio Corporation reports an estimated net consolidated operating profit for the first three months ended July 31, 1947 of its current fiscal year amounting to \$378,744, after Federal income tax provision of \$229,739, depreciation, excise taxes and reserves for contingencies.

"Although manufacturing efficiency improved during the past quarter as a result of improved manufacturing techniques and the maintenance of a high rate of output, these improvements were offset to a large extent by continuing increases in component and cabinet cost, together with the additional cost of a wage increase granted to all hourly workers in May 1947", E. F. McDonald, President, said.

"Demand for the company's home receivers, automobile radios and portable radios continues to be greater than the maximum output of our manufacturing facilities. Production of the new model '75' hearing aid is steadily increasing and is being offered only to registered owners of previous Zenith models. The demand from these owners has been greatly in excess of our ability to produce. Therefore, this new instrument will not be offered to the public generally until about February 1, 1948.

"Since our last report, Zenith has introduced Phone Vision, the new system developed by the engineers of this corporation which will make television economically sound by permitting the showing of first-run movies in the home over the telephone wire, for a fee.

"This service will not deprive the public of free television. It is an additional service which will be built into television receivers of the future. They will continue to receive all free television programs available, in addition to the special features for which a fee is charged.

"The public already have demonstrated that they are willing to pay for that which they want. All combination radio-phonographs, which represent the largest dollar volume of the radio industry, give two services: first, free radio and, second, music from phonograph records for which the owners pay.

"In a survey made this month in the Los Angeles area by an independent research organization, 73% of the television owners said that they are willing to pay for television programs of the type that will be offered by Phone Vision. Zenith is offering licenses under Phone Vision to its competitors, and is proceeding with its development."

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FCC SHORTENS SMALL STATION EMPLOYEES COMPENSATION REPORTS

The Federal Communications Commission has revised the report form, effective October 6, 1947. "Employees and Their Compensations", which is required to be filed annually by all broadcast stations and networks. The primary purpose of the present revision is to simplify reporting by the smaller broadcast stations (those with fewer than 15 employees) through permitting them to file employee and wage data on a new short form. This new schedule is especially designed to serve the dual purposes of reducing the reporting burden of small stations, and reflecting the low degree of job specialization at such stations, which typically employ multiple-duty or "combination" employees. It is expected that between one-third and one-half of all broadcast stations will be eligible to file the short schedule.

Larger stations and networks will continue to supply substantially the same information as currently, though in a simplified form.

The Commission feels that these revisions will complete its task, undertaken a year ago, of securing representative and reasonably complete data on the number, types and compensation of broadcast station employees. Such data are not available outside the Commission but also to present and prospective station operators and employees, and various public and private individuals and organizations interested in the radio industry. Returns filed on the new schedule will be completed and tabulations from them are expected to be available for public use shortly after the first of the year.

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FRANK MULLEN SHAKES 'EM UP IN NBC EFFICIENCY REVAMP

Important changes in the executive staff of the National Broadcasting Company have been made by Frank E. Mullen, Executive Vice President, in order to speed development of the network's coast-to-coast television facilities and its sight-and-sound programming. Further shifts are reported in the cards with maybe some new Vice-Presidents.

Mr. Mullen's announcement follows in part:

"John F. Royal, Vice-President, is appointed Assistant to the Executive Vice President on Television. Personnel of the Television Department will report to Noran E. Kersta, Director of Television Operations, who will report to the Executive Vice-President.

"In order that O. B. Hanson, Vice President and Chief Engineer, may devote the major portion of his time to assisting the Executive Vice-President in the development of NBC's nation-wide television system, George McElrath is appointed Director of Engineering Operations.

"Mr. McElrath will assume full responsibility for the management and operation of the technical aspects of sound broadcasting and the business administration of the home office engineering groups. Mr. McElrath will report to John H. MacDonald, Administrative Vice President, on matters pertaining to the management of the department. However, Mr. McElrath will continue to report directly to Mr. Hanson on matters of technical design and engineering.

"Charles P. Hammond is appointed Assistant to the Executive Vice President. James H. Nelson is appointed Director of Advertising and Promotion, reporting directly to Mr. Hammond.

Mr. Mullen explained that Mr. Royal would actively assist him in the development of new talent and features for NBC's rapidly expanding television network.

"With two more stations joining our video network this year, many more planning to join in 1948 and with technicians beginning to gather the country together by co-axial cable and radio relay, programming has now become of prime importance to television. It will be Mr. Royal's task to work with me in complementing our excellent facilities with the best programs possible."

Mr. Kersta, Mr. Mullen said, would be in charge of the broadcast operations of the NBC Television Department.

Mr. Hanson will assist Mr. Mullen in planning the expansion of the technical phases of television. He will supervise the building and installations of new stations, inter-connections, relays and other engineering facilities.

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MOVIE THEATRE OWNERS HAVE FIRST VIEW OF LARGE SIZE TV

An occasion which might have historic significance was last week in Washington when the Theatre Equipment and Supply Manufacturers' Association and the Theatre Equipment Dealers Protective Association witnessed the first demonstration to be given before theatre groups of large-screen television.

The show was put on for them to give an idea of the Radio Corporation of America's development of 6 by 8 feet stage pictures. Furnished by the National Broadcasting Company's television station WNBW, the pictures were clear and bright. No attempt was made to secure individual opinion of the theatrical exhibitors but the impression gained was that the showing had been favorably received.

Possible applications of large-screen television, in addition to that in the theatre, it was pointed out by J. F. O'Brien, Manager of the RCA Theatre Equipment Division, include the accommodation of overflow crowds at conventions and meetings, and accommodation of television studio visitors.

The experimental large-screen television projector used in the demonstrations is the result of intensive research carried on by RCA engineers and the RCA Laboratories for several years in the fields of optics, electronic circuits, and special-type tubes. It employs the system of reflective optics developed by RCA, combining great magnifying power with minimum loss of light, and a new high-voltage projection type cathode-ray tube with a picture screen composed of extremely brilliant phosphors.

Recalling that large-screen television was demonstrated by RCA before the war, Mr. O'Brien explained that the projector used in the present demonstrations incorporates many refinements made possible by advances in both electronics and optics during and since the war.

"The equipment used in Washington, because of these refinements", he said, "affords greater picture detail, higher brilliance, and increased steadiness. The picture size is 6 by 8 feet, with a projection throw of 15 feet. The projector is 52½ inches long, 32 inches wide, and 62 inches high. This is identical to the projectors which RCA is supplying to Warner Brothers and 20th Century-Fox for use in further research in connection with the application of this type of television system in the motion picture industry."

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The number of radio receiving sets licensed in Sweden as of March 31, 1947, was 1,915,602, compared with 1,895,349 in December 1946, the U. S. Commerce Dept. reports.

The number of sets equipped for short-wave reception is estimated at about 75 or 85 percent of receivers now in use, or approximately 1,530,000.

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INCREASED LABOR COSTS CAUSE RADIO PRICES, SAYS GEDDES

Greatly increased costs of factory labor, now 69 percent higher than prewar, and of materials, freight, etc., are responsible for present radio prices and preclude radical price reductions, Bond Geddes, Executive Vice President of the Radio Manufacturers' Association, said in an address at the third annual Trade Show of the West Coast Electronics Association in San Francisco last Saturday.

Pointing out that the average hourly rate of pay in the radio industry rose from 58.1 cents in 1939 and 68 cents in 1941 to \$1.15 at present, Mr. Geddes went on :

"A large part of the whole spiral of inflated radio costs is based on labor, in my opinion. This applies also to raw material, freight and selling costs and up the line to components, receivers, transmitters - in fact to all industry products."

Nevertheless, Mr. Geddes predicted that 1947 will prove one of the best years for the radio industry and the present high level of production will continue into 1948 "with the assurance of wide and new markets through FM, television, and other electronic applications."

Present indications are that 1947 will establish a new record for radio set production and sales, he said. The industry's output, as measured by RMA member company reports, was 11,031,935 receivers during the eight months through August. This gives every indication, he added, that 1947 will exceed the previous high of last year when the industry produced 15 million receivers with a dollar volume of \$415,000,000 in spite of reconversion difficulties.

"As the final quarter of the year customarily brings 60 percent of our annual sales, we can confidently look forward to a new all-time record in 1947 of above 15 million sets and a probable total industry dollar volume of close to three-quarters of a billion", Mr. Geddes declared.

In radio set production the percentage of radio-phonograph combination receivers this year is about double the 1941 rate, of both table and console types, while straight consoles, with phonographs, have almost disappeared from the market, he added.

The public has always benefitted from the keen competition that is traditional in the radio industry, Mr. Geddes pointed out, as well as from the continuing technological advancements.

"There is no monopoly, price or production collusion in our industry, either in receiving sets, tubes, parts or any other line", he added.

The record of the industry in FM set production completely refutes the charge of some FM broadcasters that manufacturers have

been "stalling", Mr. Geddes stated. Moreover, it is fundamental that neither the dealers nor the public will buy FM sets in areas where there is no FM broadcasting service.

"Television, as I see it, has at long last turned the corner", he said in reviewing the part that RMA has played in its development.

"This year has been the first really aggressive promotion, substantial production and tremendous public interest in television. Already RMA statistics record production, for the first eight months ending in August, of 68,669 television receivers. This indicates total 1947 sales of certainly 100,000 television receivers, with increasing commercial sponsorship by local as well as prominent national interests, promising to raise television to new heights in 1948."

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TAFT SAYS PRESS GIVES G.O.P. BEST BREAK; RADIO WORST

Appraising his idea of press and radio treatment accorded to Republicans in Washington, Senator Robert A. Taft in Portland, Ore., according to Robert C. Albright of the Washington Post said Republicans got "an even break" from Washington newspapermen generally but "less than an even break" from columnists. He charged that "two thirds of the radio comment is anti-Republican" and offered to back that up with a "list" back in Washington.

The Associated Press reported Senator Taft as saying regarding the Republicans' Washington treatment:

"Newspaper men generally: "An even break".

"Newspaper columnists: 'Less than an even break.'

"Radio commentators: 'Very much worse than an even break.'

"The 'scoring' was in response to questions at a news conference..

"He said he thought 'the orthodox view among everybody in Washington, including newspaper men, was still the New Deal view.'

"Radio, he said, gave the Republicans 'a bad break', while 'two-thirds of the radio comment is anti-Republican.'

"'I think the columnists are a little against us but I think that they are getting much more friendly now', he added."

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HEAVY WORLD SERIES ADVERTISING MAKES CAPITAL TV CONSCIOUS

If the newspaper advertising of the telecasting of the World Series games was as heavy in all the cities as it was in Washington, television got one of the biggest publicity boosts in its history. Page ads were carried by television manufacturers, distributors, and retailers.

Furthermore, broadside invitations were extended by department stores and others handling television sets inviting one and all to come and see the World Series "for free". The response was tremendous. Capacity audiences were reported everywhere with the result that thousands in the Capital have been made television conscious. At this early writing (Wednesday) no reports are available as to the actual number of sets sold or orders taken.

Ford Motor Co. and Gillette Safety Razor Company co-sponsored the telecasts, the rights for which were sold to these companies for \$65,000.

In order to encourage the development of FM in the Washington area, WOL and the Mutual Broadcasting System, Commander T.A.M. Craven, WOL General Manager made arrangements to make the broadcasts of the Series available to WASH-FM. WOL and MBS had exclusive rights to the "Series" broadcasts in Washington - however, WOL-FM was not completed in time to broadcast the Series.

To bring these games to an even larger listening audience, WOL and MBS through Commander Craven also completed arrangements to have the play-by-play broadcasts carried over the lines of the Muzak Music Service.

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BRITISH WILL GO TO TOWN BROADCASTING THE ROYAL WEDDING

Special broadcasting arrangements are being made for the wedding of H.R.H. Princess Elizabeth and Lieut. Philip Mountbatten, R.N., on November 20. BBC's Overseas Services will give world coverage to broadcasts of the wedding ceremony in Westminster Abbey and to accounts by commentators stationed along the route of the procession from Buckingham Palace to Westminster Abbey and back. Listeners all over the world will be able to listen to the ceremony and hear descriptions of the scenes in London by tuning in to the BBC.

Later that day and on the day following the BBC will broadcast in the Overseas Service a sixty-minute program compiled from recordings of the ceremony and of on-the-spot descriptions and reports from London. Before November 20 a thirty-minute feature program describing the preparations being made for the Royal Wedding will be broadcast in all services.

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WASHINGTON, D.C.'S THIRD TELEVISION STATION BEGINS THURSDAY

WMAL-TV, Washington's newest television station, will open Friday night, October 3rd, by televising the Georgetown-Fordham football game from Griffith Stadium.

Last minute technical preparations for the first telecasts are moving apace at the WMAL-TV transmitter site at American University. WMAL-TV will also cover all home games of the Washington Redskins pro games. The pro grid series opens on Sunday, October 5th with the Redskin-Pittsburgh Steelers game, also from Griffith Stadium.

Station WTTG, Dumont, was the first television station in the National Capital followed later by WNBW, NBC; WMAL-TV is owned and operated by the Washington Evening Star.

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STATE DEPT. "VOICE" ADVISORS TO CARRY ON; COWLES CHAIRMAN

Despite the resignation of William Benton, former advertising executive, as Assistant Secretary of State, the Radio Advisory Committee chosen by Mr. Benton is expected to carry on until Congress at its next session decides the fate of the "Voice of America".

Gardner Cowles, President of the Cowles Broadcasting Company and publisher of the Des Moines (Ia.) Register & Tribune, who at one time headed the Domestic Branch of the Office of War Information, was first named and presumably will be Chairman. Other members in addition to Mr. Cowles, are:

Wesley Dumm, President, Associated Broadcasters, Inc.; Mark Ethridge, publisher of Louisville (Ky.) Courier Journal; Walter Evans, President of Westinghouse Electric Corporation; Don Francisco, Vice-President and Director of J. Walter Thompson Advertising Agency; the Rev. Robert I. Cannon, President of Fordham University; Edgar Kobak, President of Mutual Broadcasting System; Roy Larsen, President of Time, Inc.; Harold Lasswell, School of Law, Yale University; Walter Lemmon, President of World-Wide Broadcasting Foundation; Justin Miller, President of National Association of Broadcasters.

Also, Edward Noble, Chairman of American Broadcasting Co.; Paul Porter, former Chairman of the Federal Communications Commission; Philip Reed, Chairman of General Electric Co.; James D. Shouse, President of Crosley Corp.; Frank Stanton, President of Columbia Broadcasting System; Niles Trammell, President of NBC.

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WHAT THE PRESS THINKS OF THE NEW BROADCASTING CODE

Of the National Association of Broadcasters' Code adapted at Atlantic City, the New York Times had this to say:

"That the convention did not produce wholly definitive results probably is only to be expected. The text of the proposed new code of standards runs nearly 4,500 words in length, and a majority of the important clauses have a direct bearing on the financial revenue of many if not most of the eleven hundred stations represented in the N.A.B. membership. If a new code is to be effective, a station operator is entitled to know in detail what is expected of him.

"But as was emphasized by Charles R. Denny, Jr., Chairman of the Federal Communications Commission, radio will serve its own interests if deliberations on a new code are implemented by practical action."

The Washington Post expressed itself, in part, as follows:

"It is but fair to say that the major networks and most individual radio stations already adhere to standards higher than those prescribed in the NAB code which is, plainly, a minimum of decency. The industry's problem is to compel adherence to this minimum of decency on the part of those stations which have no regard for principle. The code as announced makes no provision for enforcement; and indeed it is hard to see how the industry, which must suffer in prestige from violations of its code, can punish the violators in any way save through publicity. It is here, perhaps, that the FCC and the NAB can cooperate effectively. 'If you adopt a good code', FCC Chairman Denny told the NAB convention, 'the Commission may . . . inquire whether a particular station has lived up to the minimum standards adopted by the industry.' He made it clear, however, that the FCC would not let the industry prescribe the Government's standards. It would simply, as it should, help the industry to help itself."

Variety:

"Actually, the code as adopted by the NAB Board of Directors in Atlantic City last week leaves the one vital issue - the limitation on commercial time - open for revision. And on this point hangs the effectiveness of the entire code. For should the broadcasters, through their directors on the NAB, fail to endorse this particular provision, all other gains would be meaningless. Overcommercialization has done more to handicap radio's stature than all other abuses combined. * * * * *

"There's a vital job to be done in the interim period before the Board again meets in November to consider the industry sentiment that the next few weeks will bring forth. It's the men of wider vision, those who prepared the code and those who fought

for its adoption, who must carry through and convince the unconvinced of the wisdom of self-regulation. To water down what is basically the heart of the code would negate any credit redounding to the industry from the adoption of all the other features embodied in the code, regardless of their merit. The job isn't over by a long shot, neither for the broadcasters nor for that segment of the public which inspired the realization for the need of a code. If by any chance they leave well enough alone and assume that its adoption is a fait accompli, it could well be that, come November, all the gains achieved in Atlantic City may be lost."

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FRENCH DECORATE SARNOFF; MADE LEGION OF HONOR COMMANDER

Brig. Gen. David Sarnoff, President and Chairman of the Board of the Radio Corporation of America, received the Cross of Commander of the French Legion of Honor last week at a reception at the Waldorf-Astoria Hotel in New York City.

Ludovic Chancel, French Consul General in New York, made the presentation in recognition of General Sarnoff's "distinguished services in France as an officer at Supreme Headquarters; his re-establishment of communication circuits following France's liberation and his outstanding work during more than thirty years in building friendly relations and understanding between the peoples of America and France."

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MRS. ROOSEVELT ASKS VISHINSKY TO APPEAR ON HER RADIO PROGRAM

Mrs. Eleanor Roosevelt has invited Andrei Y. Vishinsky to appear as a guest next Sunday, October 5th, on the first of a series of broadcasts at which the late President's wife will be moderator, her secretary said last night.

Miss Malvina Thompson, Mrs. Roosevelt's secretary, said the Russian Deputy Foreign Minister was asked to appear or to send someone to represent him. He has not yet replied, the secretary said.

Mrs. Roosevelt has also asked Stanoje Simic, Yugoslav Foreign Minister, to appear on the broadcast, first of a series of panel discussions of United Nations problems over the American Broadcasting Co. network. Several Americans have been invited to appear with Vishinsky and Simic.

First topic on the series, to be broadcast at 12:30 P.M. EST, each Sunday, will be the draft submitted to the U. N. General Assembly by the Commission on Freedom of Information, discussion of which led to charges and countercharges of "warmongering". Mrs. Roosevelt has been designated officially to answer Vishinsky's "warmongering" charges against the United States.

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::: SCISSORS AND PASTE :::
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Atlantic City? Never Again!; NAB Also Rapped
("Variety")

Dog-tired, footsore broadcasters, weary after four days' exposure to Atlantic City sun and plenty of hot air at Convention Hall, are now in the process of making it plain to the National Association of Broadcasters that this year's convention was definitely not the dish they ordered.

Most broadcasters appear to feel NAB did a swell job of organization but plenty of hot letters are expected here blasting Atlantic City as a convention site, the wholesale failure of the resort hotels to honor long-held NAB reservations and the difficulties of making contact when 3,000 convention goers are bedded down in a dozen, widely separated hotels.

Survey of returned station men indicates strong feeling that this Convention - with the exception of the Code discussions and post-Convention anti-Petrillo resolutions - lacked both the wallop and spirit of last year's Chi meet.

Here are some of the gripes:

1. Small station men and newcomers to radio apparently came away with impression that webs are still calling all the plays at NAB and that the Association, badly in need of more dough, has to play ball with the big fellows as their best chance of plumping the NAB kitty. Some sentiment was found that NAB has grown too big to adequately care for all segments of its membership during single brief convention.

2. Although Petrillo problem was No. 1 concern of all broadcasters, NAB soft-pedaled the entire subject. Again, wee-watters and new NABers who were attending their first convention protested that not enough attention was given to the No. 1 problem of survival. As evidence, some pointed to "shotgun" tactics in pushing through the Code, even in tentative form, and earmarking of only one session to economic problems. A few managers thought both Denny and the NAB could have dredged up more advice for them.

3. Slipshod handling of balloting for new Directors is being mentioned as indication that NAB elections are cut and dried, to perpetuate the old guard.

4. There was general dissatisfaction with hastily-assembled non-radio speakers - NAM's ultra-conservative Robert Wason and James O'Neill, of the American Legion.

5. Convention-goers' complaint about the BMI entertainment for the NAB annual banquet was that there was not too little, but too much talent, and affair was at least an hour too long.

6. Broadcasters and everybody else in Atlantic City "to make a deal" were griped by difficulties of catching up with people, most of them en route to any one of several parties in a half-dozen different hotels.* * * Unlike the Chi convention last year where the lawyers picked up plenty of new business, plaint this year is that everybody is trying to sell his station at a fancy figure before the bottom drops out of radio.

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Radio in AFL 2 Million Kitty To Beat Taft-Hartley Act
(Drew Pearson)

A two-million dollar kitty will be voted at the San Francisco convention of the American Federation of Labor, October 6th to launch the AFL's campaign to defeat members of Congress who supported the Taft-Hartley labor bill.

Question troubling AFL leaders is how to spend the money without violating the Taft-Hartley Act which prohibits a labor union from using union dues for political activity. Here is how AFL moguls plan to do it.

The two million dollars will be spent in a so-called press and radio "educational program" to acquaint the American public with the great strides made by labor and industry under the Wagner Act, now supplanted by the restrictive Taft-Hartley Act.

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American Legion, American Bar Assn. O.K. NBC Crime Ban
(Jack Gould in "N. Y. Times")

Already the NBC decision not to carry horror epics before 9:30 at night has occasioned enthusiastic approbation from the American Legion, the American Bar Association and countless parent-teacher groups.

The impression seems widespread, in fact, that the time limitation on mystery shows applies to broadcasting as a whole and not merely to only one of the four networks. As a matter of blunt truth, however, the NBC ban will have little immediate effect on the problem of crime shows in relation to young listeners. It is NBC's three competitors, Mutual, ABC and CBS which always have carried the greater number of thrillers and chillers, and they have made it plain that they plan no changes in their existing schedules.

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Indications of Television's Advertising Pull
(Television Broadcasters' Assn. "News Letter")

Television set owners are highly responsive to offerings made via video screen, recent programs aired in Chicago and New York indicate. Station WBKB in Chicago, during a telecast sponsored by Arbee Food Products, demonstrated a commercial item known as the "Scrap Trap", a disposal device retailing for \$2.19. An additional month's supply of paper bags free to all viewers who phoned orders at the close of the show was offered. They responded by swamping WBKB's switchboard with more calls than it could handle. Station officials estimate that one out of every 38 viewers in Chicago bought the item.

In New York City during the premier production of John Reed King's new "Party Line" show over WCBS-TV from the Board Room of the Music Corporation of America, over 400 telephone calls literally swamped a 33-trunkline, 3-position switchboard.

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TRADE NOTES

In his broadcast over ABC last Sunday night, Drew Pearson said Col. Robert R. McCormick, publisher of the Chicago Tribune and owner of WGN was about to purchase an airplane for a trip around the world and hoped to bring General MacArthur back with him in a triumphal return from Japan.

(This whole story was very much denied by the Washington Times Herald, who said he was going via Pan American Airways and that he was going to Japan but doubted that General MacArthur would return with Colonel McCormick and his wife.)

Grenville R. Holden, formerly with OPA and Office of strategic Services in Washington, elected to Board of Directors of Electronic Tubes, Ltd., London affiliate of Sylvania Electric Products, Inc.,

First television pick-up of actual wrestling matches in Cincinnati was made by WBSXCT, Crosley's experimental television station last Thursday.

Wayne Coy, General Manager of WINX and WINX-FM, Washington Post stations, has sent this card to station listeners:

"I regret to inform you that the WINX, WINX-FM Good Music Schedule will no longer be published. The September issue was the last. The constantly increasing cost of the publication has become prohibitive.

"It is hoped that you have enjoyed the booklets in the past, and that you will continue to enjoy our good music and other programs. We, on WINX and WINX-FM, shall always try to bring you the best."

Latest count shows that more than 1,600 broadcasters and 25,000 radio dealers will join in the observance of National Radio Week this year, October 26-November 1, RMA and NAB say.

Father and son "Disc jockey" team of WOL in Washington, Michael Hunnicutt, Sr. and Jr., were pictured in the September 15th issue of Newsweek. A half hour juvenile seg emceed every Saturday morning by 6 year old Michael. Mike, Sr. has dreamed up a series of "dressing" contests at 7:45 every morning designed to help mothers and dads rouse their offspring in time to make their classes.

Hunnicutt invites young listeners to hop out of bed giving them five minutes to get their duds on. Hunnicutt counts (by radar, of course) the kids that are dressed in time. They are asked to send in their dressing experiences with the most unusual ones being awarded prizes.

Commentator Walter Winchell was added to the lengthening list of American "warmongers" by Andrei Vishinsky, Soviet Deputy Minister of Foreign Affairs.

Supposed to be radio's oldest regular performer is "The Factfinder" at WTOP-CBS Washington. He was 77 years old September 26.

A member of Mrs. Fiske's original company, the actor was understudy for George Arliss for five seasons, starred in Ibsen's "Ghosts", played with Nazimova, Grace George, and other famed stage personalities and was a member of the Army "Black Chamber" during the first World War. "The Factfinder" began on WTOP in January 1945.

At the TESMA-TEDPA annual convention and trade show in Washington last week was shown RCA's newly designed tube-type rectifier which is an improved model, contributing to a clear, bright, flickerless picture on the screen. It has no moving part and requires no power-wasting and heat-producing rheostats.

Taxicabs with two-way FM radios evacuated thousands from the flooded areas of New Orleans during the recent hurricane.

With special permission of the FCC, Mayor De Lessops Morrison established a dispatch center in his office to direct the fleet of 100 Checker Cabs equipped with these devices.

It is estimated that the 100 cabs did the work of 400 trucks as they made instant response to instructions from Red Cross, police and port of embarkation authorities. The drivers contributed their services, staying on duty until the emergency was over.

Visiting the Nation's Capital last week was Maurice A. C. Gorham, Director of Television for the British Broadcasting Corporation. Mr. Gorham visited NBC's Washington television station WNBW.

Mr. Gorham is in the United States to study American television programming and techniques. After visiting WNBW and meeting with the staff of the station, Mr. Gorham attended a demonstration of RCA's new six by eight foot theatre-size television receiver.

Robert J. Burton has been elected a Vice President of Broadcast Music, Inc. Mr. Burton, who joined BMI in January, 1941, will be in charge of public relations and continue to act as resident counsel.

Three 1947 sedans and \$1,000 in cash are being offered retailers and their salesmen handling the RCA Victor line by the RCA Victor Home Instrument Department in a contest designed to stimulate their knowledge of the company and its products.

RKO Television Corporation in New York has sent a press release saying it will carry on exactly as planned when the Corporation was formed "to create and package film shows for television stations and for advertisers".

Ralph B. Austrian, former RKO TV President, now Vice-President of Foote, Cone & Belding will continue to serve RKO as consultant.

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