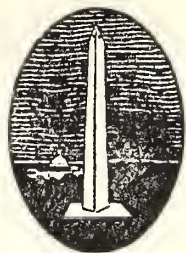


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HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heinl, Editor

Founded in 1924

NATIONAL BROADCASTING CO. Inc.
LEGAL DEPARTMENT
RECEIVED

FEB 27 1948

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No. 1813

February 25, 1948

WILSON NEW A.T. & T. PRESIDENT IS MADE TO ORDER FOR TV ERA

A wise choice was made insofar as the broadcasting industry was concerned in selecting an engineer to succeed Walter S. Gifford as President of the American Telephone and Telegraph Company if only to handle the fast growing requirements of television to say nothing of FM. Leroy A. Wilson, a young Hoosier who has zoomed to the top so fast that "Who's Who" hasn't caught up with him yet, in addition to being an engineer, is also good at figures that he became A. T. & T.'s financial Vice-President, a pretty important position in view of the fact that the company spent \$1,185,000,000 for new construction in 1947.

The microwave radio-relay circuit completing the NBC Washington-New York-Boston 500 mile television network cost more than \$2,000,000. Next year's construction expenditures will be even heavier. Long Lines carrier for broadcasting and television alone expects to spend \$83,000,000 in expanding its facilities across the country. With all this and much more in sight, Mr. Gifford, now 63 years old, has been elevated to the A. T. & T. chairmanship with Charles P. Cooper as Vice-Chairman.

Mr. Wilson, the new President, has just celebrated his 47th birthday. He was born in Terre Haute, Ind., and graduated from Rose Polytechnic in that city in 1922 with the B.S. degree in Civil Engineering. While a student at Rose, he worked for the telephone company as timekeeper, a job which helped to provide funds to keep him in college.

In the New York Times, John P. Callahan writes of Mr. Wilson:

"The road to the presidency of the world's largest corporate enterprise, the \$8,000,000,000 American Telephone and Telegraph Company, was traversed with intentional deviations by Leroy August Wilson. A practical philosopher, the new chief executive said the 'secret' of success depended on 'two simple things - first, the ability of the individual to analyze a situation and decide what should be done, and second, his capacity and courage to get it done.'

"The new head of the organization that has half a million employees and nearly 725,000 stockholders told of his varied career started after he had graduated from Rose Polytechnic Institute in Indiana in May, 1922, with one and one-half years' extra credits.

"Three days later, on June 1, he joined the Indiana Bell Telephone Company, an A. T. & T. subsidiary, as a traffic clerk. His salary was \$27.50 a week. He became Traffic Superintendent in 1927 and was transferred to the parent company in New York two years later. In 1942 he was promoted to the post of general commercial

engineer, and in 1944 was elected Vice President in Charge of Finance with a salary of \$75,000 a year.

"While no disclosure was made of the new president's salary, his predecessor, Walter S. Gifford, who became first Chairman of the company last Wednesday, received an annual salary in excess of \$200,000.

"Mr. Wilson said he had 'no idea' that he had been considered for the presidency until he was informed of his election at noon last Wednesday after the Board had met. 'I was tremendously surprised', he said quietly, adding that it was a 'busy day that kept me here until eleven o'clock that night.'

"Between his thirteenth year and his first position with the Indiana Bell company when he was 21 years old, he had a variety of jobs, 'no one of which was a goal in itself', he declared.

"Beginning as a non-salaried operator of a movie projection machine in 1914 in a 'nickelodeon', owned by his father, Garrett A. Wilson, in his native town of Terre Haute, Ind., and later as a piano accompanist to the 'two-reelers of "Perils of Pauline" and the like', he progressed to delivery boy for the Terre Haute Tribune.

"During his high school days he worked as a 'beader boy', the fellow who put the black border around enamel cooking pots' for \$3 a day. On Sundays he played the trumpet in the Maple Avenue Methodist Church, with Arthur Nehf at the organ.' Art Nehf, later, in the Twenties, was a pitcher for the New York Giants.

"After he enrolled in Rose Polytechnic in 1919, Mr. Wilson worked as a surveyor in coal mines, later as an iron ore shoveler in a chemical plant, and a rate engineer on county highway construction plans in Indiana.

"Between his sophomore and junior years at the Institute he engineered construction projects of the Pennsylvania Railroad and designed bridges.

"Describing himself as a 'Hoosier', Mr. Wilson said every job 'was a challenge to me', adding the advice that 'if you accept each job as a challenge, if you do the best possible job you can, you will be happy.'

"Mr. Wilson also was a semi-professional baseball player for three years after he finished college, but in recent years he has confined his exercise to a one-mile walk every day.

"He married Blanche Wellhide of Fort Wayne, Ind., in 1928. They have a 17-year-old daughter, Shirley Ann, who attends Miss Harris' high school in Miami, Fla. He lives in Glen Ridge, N.J., where he is a member of the non-partisan Borough Council."

It is an interesting fact that the first link of the coaxial cable completed in the Middle West was between Terre Haute, Mr. Wilson's old home town, and St. Louis. Only last week the completion was announced of the coaxial link between Chicago and St. Louis. Extending 363 miles via Terre Haute, which is a vertebrae of A. T. & T.'s backbone cable system currently being installed on a nationwide scale. NBC will employ this cable to inaugurate a regional television network program service between WBNY and KSD-TV St. Louis late this year or early in 1949. K. T. Rood, of the Long Lines predicted equipment for television transmission will be completed between Chicago and New York at about the same time.

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MORE TIME ASKED IN NETHERLANDS, ETC., CIRCUITS RE-HEARING

Mackay Radio and Telegraph Company by its attorneys, James A. Kennedy, John F. Gibbons, and John A. Hartman, Jr., has filed with the Federal Communications Commission a petition to enlarge the issues and to postpone the date of hearing in the reconsideration of the Commission's granting to Mackay radio-telegraph circuits paralleling RCA's circuits to the Netherlands, Finland, Portugal and Surinam, Dutch Guiana. The Commission on February 12 terminated Mackay's temporary authorization to communicate with these countries and set the matter for public hearing Monday, March 8th.

Also the Mackay Company requested the Commission to dismiss that portion of its application relating to authority to communicate with Finland. Mackay explained that it commenced negotiations with the Finland Administration for a Mackay-Finland circuit in August 1946, at which time the Administration agreed in principle to the proposed operation. Thereafter, and subsequent to the Administration's having cleared certain technical difficulties, Applicant filed with the Commission, on February 7, 1947, applications for a regular license and for a special temporary authorization to operate the proposed circuit. The FCC granted the temporary authorization in October 1947, since which time Mackay stated it has learned that changes have taken place in the position of the Finland Administration and for "technical and other difficulties" the Administration cannot now establish the circuit but "will revert to the subject later". From information Mackay has received, the company stated further that it seems apparent that there is very little possibility of completing arrangements for the inauguration of the proposed circuit for quite some time under prevailing conditions in Finland.

In its petition filed with the FCC last week, the Mackay Company requests:

(a) That the pending applications of RCA Communications, Inc. for authority to communicate with Portugal, Surinam and The Netherlands and the applications of Press Wireless for authority to

communicate with Portugal and The Netherlands be withdrawn, also designated for hearing, and consolidated with the hearing on the applications of Mackay Radio and Telegraph Company.

(b) That upon consolidation of the applications of the three carriers for purposes of hearing, the issue with regard to maintenance of completion be enlarged to include consideration of the same factors in respect to the applications of RCA Communications and Press Wireless as those which have been established as pertinent to a determination of the public interest, convenience or necessary involved in consideration of the applications of Mackay.

(c) That in view of the time necessary for consideration and determination by the Commission of the matters presented hereinabove and the shortness of time thereafter left for preparation for the hearing now set for March 8, 1948, the hearing date be postponed for approximately one month.

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MARVELS U.S. ESTABLISHED WITH SUCH PRIMITIVE COMMUNICATIONS

Addressing the National Lawyers Guild at Chicago last Saturday night, FCC Commissioner Clifford J. Durr marvelled at the fact that this country could have been developed as it has when our forefathers had such inadequate means of communications.

"When we look back on the geography of our country and the pioneering conditions under which people lived one hundred and sixty years ago, it seems to me that one of the most remarkable things about the establishment of our democratic form of federal government is that the job could have been done at all with the primitive and inadequate tools of communication then available", Commissioner Durr said. "But given the guarantee of freedom of speech and of the press contained in the First Amendment of our Constitution, the very simplicity of the tools of communications gave assurance that all opinions would have equality of access to the marketplace of ideas, as limited as that marketplace might be. While the printing presses were crude, their cost was within the reach of most individuals or groups with ideas to present. When presented orally, such competitive advantage as one idea might have over another rested solely upon the carrying quality of the voice of its advocate.

"Today our morning newspaper brings us news of yesterday's events throughout the world. Through use of the microphone, the spoken word can be amplified so as to be heard at one time in more than 35,000,000 American homes.

"But the inevitable price of increasing efficiency is increasing concentration in the controls of the channels of communications. High-speed printing presses have converted newspapers into costly business operations. The cost of establishing a radio sta-

tion is, on the average, far less than the cost of establishing a newspaper, but it is still beyond the means of the average person. An even more serious barrier is that radio frequencies are limited in number, and unequal in efficiency and coverage.

"The soundest idea uttered on a street corner or even in a public auditorium cannot hold its own against the most frivolous or vicious idea whispered into the microphone of a national network. The most accurate statement of fact run off on a mimeograph machine cannot catch up with the most baseless speculations of a columnist in a metropolitan newspaper.

"It is only to be expected that developments in the instrumentalities of mass communications should be accompanied by developments in the techniques of using them. Already the manipulation of the symbols of our loyalties and fears to bring about pre-determined mental and emotional attitudes has become a business. The services of experts in the art can be had for a consideration."

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RECORDING CALL ISSUE DESPITE PETRILLO BAN

The first attempt to break through the Petrillo recording ban was seen last week in Hollywood by musicians.

But recording companies said it was no such thing, the Associated Press reported.

Bandleader Ike Carpenter disclosed he had received notice from Standard Radio Transcriptions Co. to report for a recording date Wednesday. His manager, Hal Gordon, said he was awaiting word from James C. Petrillo, American Federation of Musicians chief, before making any commitment. Petrillo's ban against union member recording has been in effect since January 1.

"We're caught in the middle", declared Gordon. "We stand liable to an injunction if we don't record, and we're liable to expulsion from the union if we do record."

But a spokesman for a major record company, who asked that his name be withheld, threw this light on Standard Radio's move:

"It's just a technical gimmick to get the company off the legal hook on their personal service contracts."

The same source said most companies are not really interested in recording for the next six months - "We have too big a backlog of records made just before the ban went on."

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MANUFACTURERS COOPERATE IN REDUCING RADIO INTERFERENCE

When the police department of a Midwest city reported that serious interference was being caused to police calls, Federal Communications Commission field engineers traced the source to an ultra violet germicidal lamp used in a grocery store three miles away.

Inspection of the lamp revealed that it made use of a small radio frequency oscillator which, though not provided with an antenna, sent out radio waves that also caused annoying interference on radio receivers in the vicinity. Many other complaints by safety radio services, broadcast listeners, television set owners, amateur radio operators and others from coast to coast have been found to be based upon interference from germ-destroying lamps of the same type.

The Commission acquainted the manufacturer with the extent to which the device was interrupting important communication service as well as radio reception by the general public. The manufacturer voluntarily redesigned his product and replaced it with a new model which performs the same functions without causing radio annoyance. In fact, during a demonstration several days ago in the presence of FCC engineers, the improved device was placed directly beneath a television receiver and no interference was noted.

It was for the purpose of reducing serious interference to radio services, including broadcast, that the Commission, with the cooperation of industry and others concerned, on June 15, 1947, placed in effect its rules relating to the use of electronic industrial, scientific and medical appliances.

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"VOICE OF AMERICA" WILL ADD 8 LANGUAGES TO ITS 23

The "Voice of America" is going to add eight more languages soon. Officials let this be known after learning that Congress appears likely to put up at least 30 million dollars to meet Russian and other anti-American propaganda.

The Government's official short-wave radio now broadcasts in 23 languages.

The new ones to be added will be mostly those of the Middle East and northern European "critical areas" bordering Russia. They are Arabic, Turkish, Iranian, Finnish, Swedish, Norwegian, Danish and Dutch.

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SEN. TAYLOR CHOOSES RADIO TO ANNOUNCE V-P CANDIDACY

Himself a product of broadcasting, Senator Glen H. Taylor, Idaho's "Radio Singing Cowboy" chose a broadcast over Station WTOP in Washington (CBS) to announce that he had quit the Democratic party to become the vice-presidential candidate on Henry Wallace's third party ticket.

Mr. Wallace, who was first a Democrat, then a Republican, and is now out on his own, was sitting across the table from Senator Taylor.

"I am going to cast my lot with Henry Wallace in his brave and gallant fight for peace", declared Senator Taylor.

The new party, Senator Taylor told reporters after the broadcast, will probably be called "The Progressive Party" in the "great tradition" of Bob LaFollette and Theodore Roosevelt.

Mr. Wallace spoke just once during the broadcast. Toward the close of his speech, Senator Taylor queried:

"Henry Wallace, do you remember the day I took my seat in the Senate? You, as Vice President, administered to me the oath to support and defend the Constitution and you were the first to shake my hand. And do you remember what I told you then?"

"I surely do, Glenn", replied Mr. Wallace.

"I said", Senator Taylor continued, "Mr. Wallace for years I have been a great admirer of yours. I like a man who is sincere and honest."

Senator Taylor first came into fame as a "cowboy crooner" over an Idaho station.

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COMMERCIAL BROADCAST RECORDS PHOTOSTATS NOW AVAILABLE

The Federal Communications Commission has awarded a contract to the Charles S. Goetz Co., 1030 - 20th St., N.W., Washington D.C., to supply copies of antenna patterns and related documents filed with broadcast applications to the public at a reasonable cost. The increasing number of requests by lawyers, engineers and others interested for reproduction of such records has made it necessary for the Commission to have such work handled commercially. The company will prepare master copies of all directional patterns within 24 hours after they are filed with the Commission. No copies will hereafter be furnished by the Commission; all requests should be addressed to the duplicating company. Its prices, established through competitive bidding, are on a per page basis.

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FCC TO AMEND RULES CONCERNING PROGRAM ORIGINATION POINTS

Under the Federal Communications Commission's present Rules and Regulations defining the term "main studio", it is possible for a broadcast station to originate most of its local programs from a place other than the city in which their main studio is located by the device of broadcasting a majority of its station announcements from a studio in the city for which the station is licensed. In the Commission's opinion in determining the location of a station, consideration should be given to the place where programs originate and not station announcements. Accordingly, it is proposed to amend the Commission's Rules and Regulations to accomplish this result:

Section 3.30(a) is amended to read as follows:

"3.30(a). Each standard broadcast station shall be considered to be located in the city and state where its main studio is located as shown in its license. A majority of the station's non-network programs (computed on the basis of the amount of time consumed by such programs and not on the basis of the number of such programs) shall originate from such main studio or from other studios or remote points situated in the city in which the station is located."

Section 3.205(a) is amended to read as follows:

"3.205(a) Each FM broadcast station shall be considered to be located in the city and state where its main studio is located as shown in its license. A majority of the station's non-network programs (computed on the basis of the amount of time consumed by such programs and not on the basis of the number of such programs) shall originate from such main studio or from other studios or remote points situated in the city in which the station is located.

Sections 3.12 and 3.206 are repealed.

Any person who is of the opinion that the proposed amendments should not be adopted may file a statement with the Commission on or before March 19th setting forth his comments.

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ESTIMATES THERE ARE 181,000 TELEVISION RECEIVERS IN U. S.

Televiser, a magazine devoted to television, reports that a total of 181,000 video receivers had been installed as of February 1st. Of the total, the area embracing New York, New Jersey and Connecticut accounted for 110,000, of which 96,600 were installed in homes and 13,400 in public places. After the metropolitan area, the runners-up in ownership of television sets were Philadelphia, 19,500; Los Angeles, 13,500; Chicago, 13,300, and Washington, 7,300.

If the sets used as demonstration models in stores are included, Televiser reports, the total number of television sets in the country now stands at 254,000

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STATION FIGURES COST OF PAID RADIO PROGRAMS AT \$30,000

The great debate continues in the Editor & Publisher as to whether or not newspapers should be paid for printing radio programs. Currently, J. D. Hartford, publisher of the Portsmouth, N.H. Herald, writes that two representatives of one leading New England station, both of them former newspapermen, readily admitted that "you've got something there" when they called on the paper recently. However, they said their station could not "go along" because, "It would cost us \$30,000 a year if all the papers did the same thing."

A Boston station cited the high readership for radio logs. This brought a "so what?" reaction from Mr. Hartford, who commented, "Sure, radio listings have high readership. And so does our department store and theater advertising. But that's no argument for giving that kind of advertising away."

Currently Lee Hills, Managing Editor of the Miami Herald, bangs back at Sydney H. Eiges, Vice-President of the National Broadcasting Company, who had indicted an eight-column reply to an earlier broadside from Mr. Hills. Says Hills of Eiges and other radio station protestants:

"They dance all around the question but never really pick up the handkerchief. Protesting the policy of the Miami Herald and Miami Daily News of making a small charge for printing the program listings, Mr. Eiges says:

"1. That it 'will certainly impair relations between these two media (radio and press).

"Why, any more than it impairs relations for stations to charge newspapers for any time on the air? Press-Radio relations in Miami are better than ever since the change. Radio (and listeners) have benefited by vastly improved coverage.

"2. That the solution (without paid logs) lies in exercise of editorial judgment.

"We tried that. New stations with scarcely any listeners (and therefore no news value) demanded to be listed. It would have been to our selfish advantage to decide the issue on 'editorial judgment', since the Knights who own the Herald also own a leading network station.

"3. That radio listings are news.

"As I wrote before, we consider radio itself first rate news. If Mr. Eiges had been reading the Herald he would blush at his many inferences that we are trying to cut down radio coverage. We have steadily expanded it. We even consider the listings news to the extent of publishing them in agate as we do vitals, whether the station pays or not. If a station wants big type in the log, it pays. All the stations here now want it.

"4. That the Miami Plan 'will eventually bring economic forces to play upon the free exercise of editorial judgment and impair the editor's essential freedom.'

"If really big advertisers can't accomplish this - and they can't - how could one new advertiser do it simply because it started paying for radio logs?

"5. That I have sinned against the profession, and 'demolished the impenetrable wall which should exist between the business and editorial departments' in stepping from lofty editorial heights to consider a business problem.

"Anyone who knows the Knight newspapers - and the integrity of their news columns and editorial pages - will spot this one as a dead herring. No newspapers I know are more independent of commercial influence.

"6. That the continuing studies show radio logs are 'news'.

"* * * If you use reader interest as the guide, some of the most remunerative ads would be run free.

"7. That the New York Times and other newspapers have dropped radio logs and then restored them at public request. True, It happened again in Buffalo the other day.

"But the reason newspapers have been over the barrel on this one-sided free publicity is clearly explained by Mr. Porter. One newspaper in a city tries to correct it. It won't work. A competitor seizes upon the situation and has an advantage. And yet when all newspapers of a given city adopt a fair paid policy, and explain it honestly to the public, the public will accept it overwhelmingly. That was proved in Miami. * * * As long as radio stations can whipsaw one newspaper against another, they'll have free listings.

"8. That there are 37,000,000 radio families and that 'any medium of entertainment and education which enters to intimately into the lives of so many people is indeed news.'

"The figure on newspaper circulations is much higher than that. But do stations offer free time to tell listeners about the educational features, news and entertainment to be found in their newspapers? We pay for the radio time.

"9. That newspapers should expand radio logs and news in great volume and sell adjoining advertising at premium rates.

"Mr. Eiges here ignores these facts: (1) The Herald under Knight ownership has been strongly pro-radio; (2) It has greatly expanded radio coverage until we daily carry half a page of it exclusive of display ads; (3) That we don't publish free blurbs for any advertiser; they get full value for their paid space."

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RECORD OUTPUT OF 30,001 TELEVISION SETS LAST MONTH

Production of television and FM receivers in January continued at a high rate, but overall set production as usual fell below the season peak level of the last quarter of 1947, the Radio Manufacturers' Association reported Monday.

The output of television receivers by RMA member-companies reached a new high of 30,001 last month, exceeding slightly the December production of 29,345 despite the fact that December's total included five work weeks as against four in January.

FM-AM set production dropped to 135,015 from 191,974 but much of this difference was due to the extra week in December. January's FM-AM total represented an increase of about 40 percent over the 1947 monthly average.

Total set production by RMA manufacturers last month was 1,339,256 - the lowest output since September, 1947 - as compared with 1,705,918 in December. It was also below the January 1947 production of 1,564,171 although the latter output covered five weeks as compared with four this year.

January television set production indicated a proportional increase in console models, the division being 13,261 consoles compared with 16,740 table models. The total output represented a rise of 101.6 percent over the monthly average for 1947.

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RADIO STATIONS WILL SOON OUTNUMBER DAILY NEWSPAPERS

Broadcasting is on the verge of catching up with the daily newspaper business on the number of units in operation. As the comparison now stands, according to Variety, the newspaper field is but 60 units ahead of radio-television, but indications are that the latter will exceed the number of the country's dailies by the end of March.

According to N. W. Ayer's latest compilation, there are 2,003 daily papers. The number of broadcasting outlets, as of February 15, by type of station, follows:

AM.	1,520
FM.	403
Television.	17
Total.	1,940

At least 200 AM, FM and TV stations are in process of construction.

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MANUFACTURERS URGED TO PUT FM IN EVERY SET

Resolutions urging radio set manufacturers to include the FM band in all receiving sets and to expand production "particularly of good low-cost table model sets, to meet the crying need for their products", were adopted unanimously by FM broadcasters from five States, attending an all-day meeting of the FM Association's Region 3 in Chicago last week.

Another resolution called upon the FMA Board of Directors to "carefully consider the dangers incident to the manufacture of inferior receivers, and work with the Radio Manufacturers' Association in preventing such sets from being distributed as FM receivers".

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DELAWARE WOMEN PRESENT ANTI-LIQUOR AD BROADCAST PROTESTS

Senator John J. Williams (R), of Delaware, presented two petitions in the Senate last week urging the enactment of Senate Bill (S. 265) which would prohibit the transportation of alcoholic beverage advertising in interstate commerce and the broadcasting of such advertising over the radio.

The first petition was handed in by Mrs. Nora B. Powell, Delaware State Legislative Director of the Women's Christian Temperance Union, containing 415 names. The other was from Mrs. Robert Lewis, of Dover, Delaware, and had 369 names.

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HIT-RUN LOOKOUT CALL RATES TOP IN BEAMED PROGRAMS

Motorcycle Patrolman Edwin Neil had a one-man audience in radio reception of a hit-run lookout call in Washington, D. C. recently.

Neil, spotting a 1941 blue Pontiac with a new crumple in its fender, pulled up alongside just as the police lookout came crackling over his radio.

"Did you hear that?" he asked the driver.

"I did - and I'm your man", the driver, Robert Barkdoll, 20, 827 - 57th Ave., S.E., Capitol Heights, Md., replied.

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 ::: SCISSORS AND PASTE :::
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Drew Pearson's Friendship Trains Called A Racket
 ("Chicago Tribune")

Another so-called Friendship train is on its way with food for Europe. This sounds like a worthy charity. In fact, it is a new kind of racket which serves chiefly to win publicity for notoriety seekers of the radio, movies, and politics.

Here is the way it works: The people of Sangamon county, for example, were asked to chip in \$12,500 with which to buy four cars of flour. The young people in the junior high school at Charleston, Ill., put up the money to buy 6 bushels of wheat. And so on. The aggregate of all the contributions makes a trainload which, with a great hurrah, is sent on its way.

* * * * *

And that isn't the full measure of the absurdity of the Friendship train ballyhoo. The United States last year sent to Europe 42 million tons of coal, or 700,000 carloads. That is equivalent to 19 coal trains of 100 cars every day, including Sundays and holidays. * * *

Some of this huge outpouring of goods is being paid for by the recipients; most of it is charity, for which every family in the United States is paying in its tax bill. In all the history of benevolence there has been nothing remotely like this contribution of the American people to the relief of suffering abroad.

The self-advertising promoters of the Friendship trains never mention these facts. They do not tell the Boy Scouts that 450 million bushels of wheat is all that the government statisticians think we can safely spare. The promoters do not tell the good people of Sangamon county that they have already contributed heavily in their taxes toward foreign relief and that the \$12,500 additional will merely serve to glorify some publicity seekers. The \$12,500 could have been used to much better advantage for charitable purposes in and around Springfield.

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Senator Taft Doesn't Think Much Of Senator Claghorn
 ("Variety")

In an interview with Will Jones of the Minneapolis Morning Tribune film and radio columnist, Sen. Robert Taft, Republican presidential candidate in Minneapolis for a talk, said he doesn't like radio's "Senator Claghorn", and thinks the latter is a bad influence on the American public.

Senator Taft also told Jones that he has a "distaste" for other things that radio, screen, and press say about the Senate.

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Petrillo Fails To Recognize His Own Ukase
("New York Times")

James C. Petrillo, President of the American Federation of Musicians, tripped over one of his own bans last week.

In an article in his union's journal, The International Musicians, he cited television as "another example of the potential use of recorded music in supplanting live musicians". In particular, he complained that a whole performance of "Aida" had been offered on video, the artists merely mouthing words as the actual lyrics and music came off a record.

"Televisers would employ live musicians only on a casual basis and have indicated no present inclination to staff their stations with live musicians", he added.

The television industry held that Mr. Petrillo's argument would have had greater cogency if he had remembered one other fact: they have been forced to use recorded music because Mr. Petrillo for the last two years has prohibited the employment of musicians in television under any conditions.

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Blood And Thunder On Radio Has Lesson For Young Child Claimed
(By Myrtle Meyer Eldred, in "Washington Post")

A mother does not need to be told that children become radio addicts and spend a good share of their leisure time with ears pasted to the instrument. This behavior is more acute from 6 to 12 than after this age. The older child has such a multitude of interests, both social and school, that the radio has to take its place as only one of them.

Mrs. F.Y.T. thinks her 7-year-old boy spends too much time indoors listening to the radio. She writes, "I deplore his demands to buy all kinds of advertised foods so he can send box tops and get some silly trophy. His sleep is disturbed by the excitement of the blood-and-thunder programs and he tends to act like a young criminal, pointing his gun at everyone and saying in a hoarse voice, "Come clean!"

"Shall I deny him the right to listen to the radio and what shall I do about the advertising dupes?"

Perhaps you would be happier about it all if you added up the advantages and tried to overlook the disadvantages. Children do need and can absorb a lot of excitement by way of adventure and blood-and-thunder programs. They are denied any real part in such adventure and get their satisfactions vicariously. * * * *

As for the advertising beamed at children, it has some advantages in that it encourages the child to listen carefully, to fulfill directions and to have the experience of getting personal mail. It puts the child on a par with other children who have sent for and received the same tokens.

If the rewards are less fascinating than their descriptions, then the child has learned caution and discrimination in evaluating spoken advertisements. A good lesson at a relatively cheap price.

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TRADE NOTES

The appointment of Lewis Gordon as Director of the International Sales Division of Sylvania Electric Products, Inc., was announced over the week-end by Robert H. Bishop, Vice-President in Charge of Sales. He was previously Assistant to the Vice-President in Charge of Sales

Gross operating profit from newspaper operations of Chicago Daily News, Inc., amounted to \$2,138,282 for 1947, a decline of \$649,842 as compared with 1946. The drop was due to increased operating costs, John S. Knight, President and publisher, reported to the annual stockholders' meeting in Chicago Feb. 20.

A payment of \$181,738 was made last March on notes issued in 1946 as part payment for 42% interest in Station WIND, Chicago, partially owned and managed by Ralph L. Atlass. The final payment, \$181,738, was made by Mr. Knight February 22nd.

British Summer Time will go into effect Sunday, March 14th.

Lee Pettit of General Electric said last week in Hartford: "We have sold sixty-five million radio receivers that are now presumed to be in working order. Nineteen out of every twenty American homes have them."

The Federal Communications Commission adopted a memorandum opinion and order dismissing petition of Harry S. Goodman for declaratory ruling that a program known as the "Radio Telephone Game" is not a violation of Sec. 316 of the Radio Act.

The American Military Government engaged in a growing anti-Communist information campaign in Berlin is planning to extend the broadcasting time of its German-language radio station by seven hours daily. The station will go on a sixteen-hour broadcast daily after April 1 when it has moved into new quarters.

William Page, WKNS, Kinston, S.C., told a NAB News Clinic at Charlotte, N.C. last week that station revenue from newscasts and news features at WKNS amounts to 25% of gross income.

F. O. Carver, WSJS, Winston-Salem, said enlisting county editors as station correspondents had proved very satisfactory.

Ships assigned to the 1948 International Ice Patrol, which has been maintained to look out for icebergs since the sinking of the "Titanic" in 1912, will be equipped with radar, this being the second season when such apparatus was available

Coast Guard planes will also be used in increasing numbers.

Philco Corporation last week increased its quarterly dividend on common stock to 50 cents, payable March 12 to stockholders of record March 1. Quarterly payments last year were 37½ cents. In December the company paid a year-end cash dividend of 50 cents and a five per cent stock dividend.

Miss Bessie Mack, 56, executive assistant to the late Maj. Edward Bowes in his amateur hour, died Monday in Brooklyn.

Scripps-Howard Radio, Inc., a subsidiary of the Scripps-Howard Newspapers publishers of the Cincinnati Post, were granted a construction permit Tuesday for a new television station in Cincinnati. It will be on Channel No. 7 (174-180 mcs); visual power 20.8 KW, Aural 10.4 KW, and have an antenna 545 feet high.

Fifty-five per cent of the capital stock of the Milwaukee Journal Company is now owned by employees, including Station WTMJ, Milwaukee.

Some 66,000 shares valued at more than \$5,300,000 are now held by 669 active employees. The remaining 45 percent is held by Harry J. Grant, Chairman of the Board, who started the plan ten years ago, and his associates.

The Journal Company owns The Milwaukee Journal and radio stations WTMJ, WTMJ-FM, WTMJ-TV in Milwaukee and WSAU in Wausau, Wis. WTMJ-TV, the television station, went on the air recently with nine sponsors.

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TELEVISION BOX SCORE
(T.B.A. News Letter, Feb. 19)

Stations Operating	17
Construction Permits Granted	71
Applications Pending	120

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