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# HEINL NEWS SERVICE

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March 10, 1948

MULLEN, NBC, PUTS HOLLYWOOD ON THE SPOT RE TELEVISION FILMS

As far as the broadcasting industry was concerned no presidential candidate - Dewey, Taft, Wallace or Stassen - aroused more interest on a gumshoe trip to doubtful States than Frank E. Mullen, National Broadcasting Company Executive Vice-President, did when without reporters, camera men, or bass-drum beaters he went to Hollywood to talk over the television situation with the movie people.

Although press releases about the conferences have been conspicuous by their absence, the big question Mr. Mullen asked the moving picture magnates was: "Are you going to make our television films?" The answer was evidently a raucous "No" with Frank, a husky Iowa farm boy who wasn't built to be pushed around, slamming the door saying "O.K. If you won't make the films we'll make them ourselves."

These conclusions were largely reached through an interview Jack Hellman of Variety had with the NBC executive in Hollywood in which Mr. Mullen was quoted as saying:

"If the picture people are smart they'll give us all the film we need. I think they're being downright silly in their fear of television's inroads on the box office", he allowed, "and their refusal to go along in these early stages is more than a little annoying. If they'll only look at the potential audience to be created by the new sight medium they'll wise up to the fact that television can be their greatest medium to stimulate attendance. Only one in 20 now go to picture shows and video can make addicts of the other 19.

"We're not trying to needle the picture industry, but they're behaving just like the press did in the early days of radio. They were dead certain that news broadcasts would wreak havoc on circulation but what happened was that a greater readership was built up than could be handled. Television will do the same thing for pictures and I'm confident after we really get rolling theatre attendance will be doubled. Just let us run a five-minute vignette of a big picture and then watch them flock to the theatres showing it.

"Hollywood needn't fear any competition from television in their main product. No advertiser could afford the cost of an hour and a half running time on 100 stations. Magnitude of production required for television's needs is far beyond their comprehension. In another year we could use up in 30 days all the product turned out by Hollywood. Currently video is using equal thirds for film, field pickups and studio programs."

"Mullen said NBC may be forced to make its own pictures such as is being done by Jerry Fairbanks, who is turning out a series of 17-minute subjects."

In still another article in the same issue, Variety goes so far as to say:

"Television, the infant prodigy of show business, may prove just what the doctor ordered for the ailing entertainment world.

"With most phases of show biz currently stalled in poor business doldrums, television - offshoot of them all - is the only one now showing any signs of progressive activity. Situation has led some to believe that video will steamroller ahead at the expense of the others, but most key execs of allied fields have become convinced that the new medium will eventually boom them all to new top-profit conditions.

"Radio, most closely allied to tele, has continued to show neat profits each year. With constant criticism raised against radio for its failure to develop new stars or new programming formats, however, there's no question about its being in a static condition. Top network and ad agency personnel, consequently, are hopefully eyeing tele as the prescription that can remedy the situation.

"NBC exec veepee Frank E. Mullen, while indicating that the web may eventually merge its radio and tele broadcasting activities, has announced NBC's immediate intention of duplicating the best radio shows on video. That will naturally mean dressing up the radio programs with visual accoutrements. It's hoped that out of the idea eventually will emerge new programming techniques for radio, as well as for tele."

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#### DAILY PAPER STARTED BY KENTUCKY BROADCASTERS QUILTS

The Bowling Green Daily Kentuckian, founded four months ago by the owners of WLBJ, of Bowling Green, Ky., published its final edotopm Feb. 25.

The suspension was attributed to "a number of difficulties beyond our control, such as lack of newsprint, personnel problems and others."

"No stone was left unturned to try to secure good newsprint", the statement said. "Paper brokers in this country were solicited as well as the big Canadian manufacturers and it was found impossible to secure a definite contract."

The Kentuckian was established as a morning rival to the Park City News which entered the radio field with a 1,000-watt station last Summer. The suspended daily's masthead carried the names of John K. Ditto, General Manager; David B. Whitaker, Editor; and Charles W. Wooton, Managing Editor.

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VOICE OF AMERICA SCRIPT TAKEN FOR RIDE; MORE MONEY REFUSED

House Republicans worked themselves up into considerable of a lather last week over the character of some of the broadcasts of the "Voice of America" and wound up by refusing to increase from \$28,000,000 to \$34,000,000 a State Department appropriation for the "Voice". Representative Karl Stefan, Republican, of Nebraska, said \$28,000,000 was as much as the department could spend "economically and efficiently."

As for the scripts, one about Wyoming was singled out. Representative Taber (R), of New York, called it putrid.

"I want to call the attention of the Members of the House to the copy of a broadcast script of the State Department program sent over the facilities of the National Broadcasting Co.", Representative Rich (R), of Pennsylvania, declared. "This came to me as an authentic description of what took place in the Voice of America program. I want to just read a part of this script for you, and then if you think that we ought to spend the taxpayers' money in this way, then I will have nothing further to say. I just feel like resigning from the Congress, because I think we are doing so many things that are just so silly and nonsensical that they do not make any sense at all."

The script was written for a "Voice of America" broadcast to South America. Part of a "Know North America" series, it apparently was based on the John Gunther book, "Inside U.S.A."

Extracts from the script follow:

Narrator (reading a sign as his train pulls into Cheyenne, Wyo.): Traveler, no more adventures!. . . You are in Wyoming paradises.

Voice: The part about the end of the journey would not concern me if there were an Eve in this paradise.

Narrator: There are plenty to choose from.

Voice II: And all kinds of snakes - especially rattlesnakes.

Voice: Not for me!

Narrator: Ingrate! It was because of the serpent that the apple did not rot on the tree.

Voice: What a bad opinion you have of Father Adam.

Going through Cheyenne, talk turns to its early "tumultuous period" when it "was a center of vice and crime". Narrator quotes "an American historian":

"There was a time when all the inhabitants of Cheyenne were out-laws, including the mayor."

There is parenthetical laughter (familiar enough to readers of the Congressional Record), and the dialog goes on:

Voice: I suppose that he was elected by his own gang like in the movies.

Narrator: Of course. The laws of the State, even to this day, forbid the Treasurer-General to serve more than four years.

Voice: Why?

Narrator: The governing officials in those days gave a very original and a very human explanation. "Everyone has the right to get rich, but anyone who cannot do it in four years should look for some other business."

Narrator and Voices go to Cheyenne's world-famous Frontier Days celebration and to some of the juiciest morsels in the script:

Voice II: Look! What magnificent Indian girls.

Voice: Feathered and naked.

Voice II (not unreasonably in the circumstances): What are they going to do?

Narrator: Let me see the program. It's the 100-meter race.

Voice: Bravo! I bet ten dollars that the one with the blue kerchief wins.

The entire script appears on Page 2237 of the Congressional Record of March 4th.

A State Department official said broadcasts to Latin America were divided between NBC and Columbia Broadcasting System on a contract basis. Scripts are prepared by the networks for these broadcasts, though those for transmission to most of the world's trouble spots are prepared by the Department.

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AD MEN PRESENT SARNOFF MEDAL; COWLES AGAINST GOVT. MEDDLING

David Sarnoff and Justin Miller, Chairman of the Board of the Radio Corporation of America, and President of the National Association of Broadcasters, respectively, were among those awarded medals at the Annual Advertising Awards Dinner in New York last week. General Sarnoff's medal was for "his contribution to the advancement of television as a service to the public and as a medium of advertising". Judge Miller's medal was for his "contribution to the knowledge and technique of radio advertising".

Advertising will run the risk of some "crackdown" if used for special pleading or as a "club" for big business, Gardner Cowles, publisher and broadcaster declared.

Referring to some attempts to curb advertising during the war, Mr. Cowles said: "I did not want then or do I want now to see the government directing or curbing or dominating the advertising of this country."

Theodore S. Repplier, President of the Advertising Council, headed a long list of individuals and groups who were honored for outstanding achievements in advertising during 1947. He received the Gold Medal for "distinguished services to advertising". The awards are sponsored by Advertising & Selling Magazine.

"I realize that American business needs to do a much better public relations job", Mr. Cowles said. "I realize advertising can very well help to do this job at the plant level, or the local community level. But the multitudinous proposals in recent years from the National Association of Manufacturers and the Chamber of Commerce that big business as one group launch a giant national advertising campaign to 'sell' the American people on the free enterprise system, have always worried me. I have always feared that such campaigns would so 'smack' of special pleading by big business that they would fail of their objective and might bring in their wake some crackdown on advertising.

"I hope the forthcoming campaign of the ANA (Association of National Advertisers), the 4-A (American Association of Advertising Agencies) and the Advertising Council on the merits of our free American system will not appear to the man in the street as an attempt to retard any improvements in the system. I don't want to see advertising get identified in the public's mind as a tool of big business used to maintain the status quo and prevent even desirable change."

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#### TELEVISION SET REPORTED RECEIVING AT 110 MILES

They all laughed when Edward M. Betts, of Salisbury, Md., a radio serviceman, installed a television receiver there.

Normal broadcast range is 30 to 40 miles and the nearest station to this Eastern Shore city are Baltimore and Washington, each 80 miles away, and Philadelphia, 110 miles.

But, according to a dispatch to the Washington Post, Betts surprised his critics by getting pictures he could see the very first night he flicked on the switch. Since then he's watched sports events, horse races and live commercials from WNBW and WTTG in Washington; WMAR in Baltimore, and WFIL-TV in Philadelphia.

Betts started out with an 80-foot tall antenna but in his experiments he later discovered that wasn't necessary. His rooftop serial pulls the pictures in, too.

He has a so-called "booster" on his 32-tube Motorola receiver which amplifies the signal.

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#### TV BOX-SCORE

(Compiled by Television Broadcasters' Assn. as of March 1, 1948)

Stations Operating.....	17
CP's Granted.....	72
Applications Pending.....	145

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## TV SET OWNERS REASSURED IN PHILADELPHIA TEST INTERFERENCE

Reports reaching the Federal Communications Commission were that interference caused with WFIL-TV on Channel 6 in Philadelphia, by WCAU-TV, the Philadelphia Bulletin's new television station on Channel 10, tests of which began the first of the month, was being rapidly rectified. An FCC official said the Commission engineers were in close touch with the situation and that every effort was being made to clear up the trouble. With regard to the difficulty, the Bulletin said last week:

"The RCA Service Co. announced it had inaugurated a program to make any necessary adjustments in RCA Victor television receivers in the Philadelphia-Camden area to correct interference resulting from WCAU-TV going on the air with test patterns.

"In a letter addressed to owners of RCA Victor television sets, the company explained that there was interference on some RCA receivers with reception of WFIL-TV and WPTZ while WCAU-TV was on the air with its test pattern.

"Set owners experiencing such difficulty were assured that the necessary adjustments would be made by service engineers as quickly as possible."

J. A. Milling, RCA Service Company, Commercial Vice-President, sent the following letter to all RCA television owners in the Philadelphia area:

"Television receiver owners in this area welcome Philadelphia's newest television station - WCAU-TV - which is RCA equipped from studio to transmitter. New Programs will now be brought to television enthusiasts in this area from another great station, and the Columbia Broadcasting System.

"Your RCA Victor television receiver can tune in this new station because a thirteen channel tuner is standard equipment on all RCA Victor television receivers.

"It is possible that you may experience interference when stations in channels 6 and 10 are on the air at the same time. If this occurs, we will make necessary adjustments to your receiver at no charge, within the limitations of your Owner Policy.

"In the event of a temporary delay in serving you, we are sure that we may count on your cooperation which will enable us to efficiently schedule this work in your neighborhood as promptly as possible.

"You may be sure that RCA takes just pride in the beginning of television program service by WCAU-TV and that we are most anxious, as soon as possible, to check the performance of your RCA Victor television receiver where necessary."

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CBS-WBBM, ABC-WFIL, ED MURROW, HONORED WITH DU PONT AWARDS

Alfred I. du Pont Radio Station and Radio Commentator Awards were presented Monday night to Columbia Broadcasting System station WBBM, Chicago, to CBS commentator Edward R. Murrow, and ABC station WFIL, Philadelphia, in New York.

Dr. Francis P. Gaines, President of Washington and Lee University, presented the awards to H. Leslie Atlass, CBS Vice-President in Charge of Central Division, for WBBM, to Mr. Morrow and to Roger Clipp, Manager of WFIL. Winners in each category received a \$1,000 cash award.

The award was conferred on WBBM, "in recognition and appreciation of outstanding public service in encouraging, promoting, and developing American ideals of freedom, and for loyal, devoted service to the nation and to the community it serves." In January of this year, WBBM received the Annual Radio Award of the National Conference of Christians and Jews for its series, "Democracy, USA", dealing with the Negro problem.

Mr. Murrow received the Commentator Award, "in recognition and appreciation of his initiative in the aggressive, independent and meritorious gathering, interpretation and presentation of news through the medium of radio."

The award to WBBM was for a station of more than 5000 watts power. The du Pont award for a station under 5,000 watts was given to WFIL, Philadelphia, ABC affiliate for "general excellence".

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DEFIES PETRILLO BAN ON RECORDINGS

A Hollywood record manufacturer announced last Friday that he would defy the American Federation of Musicians ban on recordings.

Harry Schooler, President of the Mardi Gras Record Company, said he would put six numbers on wax with musicians who were obtained through a union-sanctioned booking organization.

Bands led by Charlie Gates, Lionel Goodman and Gene Keen will record six numbers.

Mr. Schooler, according to a U.P. dispatch, said most members of the bands had withdrawn from the American Federation of Musicians because they had difficulty getting jobs after recordings were halted January 1st.

The transcriptions will be distributed nationally to juke box operators, he said. Plans for musicians to share in royalties have been made.

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FIRST NEGRO WINS POLAR AWAY; PROPOSED BY GENE McDONALD

Matthew Alexander Henson, 83-year-old Negro, credited with having made it possible for the late Admiral Peary to reach the North Pole in 1909, and the only member of the party who accompanied Peary to the Pole, received the Gold Medal of the Geographic Society of Chicago last Tuesday evening (March 9) in recognition of his many contributions to scientific knowledge.

Commander Donald B. MacMillan, noted Arctic explorer, who accompanied the 1909 expedition, quoted Peary as saying in telling what each member should do, said:

"Henson will make the final effort to reach the Pole with me. I can't get along without him."

"Matt Henson went to the North Pole with Peary because he was a better man than any one of us."

Vilhjalmur Stefansson, Peter Freuchen and other great Arctic explorers have also paid glowing tributes to Matt Henson.

But it was not until last Autumn, when Commander Eugene F. McDonald, Jr., a Governor of the Geographic Society of Chicago, who commanded one of the vessels and was second in command of MacMillan's 1924-5 Arctic expedition, proposed Henson's name for an award that a major scientific society remembered to honor the venerable Negro. Commander McDonald said:

"This is one piece of unfinished business in the geographic world which needs immediate attention."

Henson already holds the Congressional Medal of Honor, but he is the first Negro in history to be honored by any American scientific society for achievement in the geographic field. He made his first trip to the Arctic in 1891 with Peary and during the following two decades became a legendary figure among the Eskimos. He learned to speak their numerous dialects; he became a better hunter than most of them; he could out-last them on the long treks in the 70-below-zero temperatures and the howling winds of the Arctic nights.

Born on an impoverished Maryland tenant farm, Henson went to sea at the age of twelve. Nine years later he joined Robert E. Peary, then a young naval lieutenant, on an expedition to survey a canal across Nicaragua.

For nearly twenty years Peary and Henson pierced the frozen wastes of the Far North, suffering cold and starvation together in fruitless efforts to reach the North Pole. Not until their seventh attempt did they attain victory. And Peary did not hesitate to proclaim that Matt Henson, because of his adaptability, fitness and loyalty was his most valuable aid.

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WIND, CHICAGO, GETS A FREE PUFF AT PRESIDENTIAL DINNER

The only evidence of radio at the dinner given to President Truman by the White House Correspondents' Association in Washington last Saturday night was the microphone through which Spike Jones and his comedy band were heard, which was labelled "Station WIND, Chicago". (Ralph Atlass please take a bow.) It was also the microphone through which Margaret Truman made her unannounced guest appearance surprising even her father who afterwards told the correspondents "You put one over on me." Miss Truman stole the show and in the opinion of one of those present, "sings about four times better than her critics will admit, and her stage presence was super."

President Truman presented the \$500 Raymond Clapper Award for outstanding Washington reporting to Nat Finney, Washington correspondent for the Minneapolis Star Tribune, Des Moines Register-Tribune and Cowles Broadcasting Company.

Among those present at the dinner identified with radio interests were:

Martin Codel, publisher, FM Reports; E. H. Gammons, Washington CBS Vice-President; Philip L. Graham, publisher, Washington Post operating WINX; William Randolph Hearst, Jr., Hearst stations; Ray Henle, commentator; Mike Hunnicott, WOL commentator; Ernest K. Lindley, commentator; William R. McAndrew, NBC; B. M. McKelway, publisher, Washington Star and operator of WMAL; Claude A. Mahoney, CBS commentator; Paul A. Porter, former Chairman FCC.

Also, Bryson B. Rash, ABC-WMAL; Joseph H. Ream, CBS; Frank M. Russell, Washington Vice-President NBC; Oswald Schuette, RCA; George O. Sutton, Radio Counsellor; Sol Taishoff, Editor, Broadcasting; Eugene D. Thomas, Advertising Manager WOR.

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SARNOFF NEWCOMEN DINNER HONOR GUEST COMMEMORATING EDISON

Brig. Gen. David Sarnoff, Chairman of the Radio Corporation of America, will be the guest of honor at a dinner of the American Newcomen Society in Washington Friday, March 19, which will be a memorial to Thomas A. Edison.

Former Governor Charles Edison of New Jersey, and former Secretary of the Navy will bring greetings to the dinner in memory of his distinguished father. The American Newcomen is a branch of a British society named after Thomas Newcomen (1663-1729), an English engineer, one of the inventors of the steam engine.

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## SYLVANIA 1947 \$95,715,638 SALES SET NEW PEACE RECORD

Sylvania Electric Products, Inc., 1947 sales of \$95,715,638 was the largest peacetime volume in its history, and 38 per cent above 1946 sales of \$69,313,127. Sales for the last pre-war year of 1941 approximated \$20,000,000.

Income for 1947 was also at a new high record, \$2,507,075. After provision for preferred dividends, the earnings equalled \$2.10 a share on the 1,006,550 shares of common stock. They compare with \$2,384,017 or \$1.97 a common share shown for 1946.

Walter E. Poor, Chairman of the Board and Don G. Mitchell, President, declared that 1947 was the first year since the war in which sales were not seriously limited by material shortages, although production still was inadequate to take care of demand for the company's three principal product lines of radio sets, fluorescent lamps and photoflash lamps.

Two wholly-owned subsidiaries acquired recently, Colonial Radio Corporation and the Wabash Corporation, operated at losses in 1947, as did the Electronics Division, the report disclosed. Products of these subsidiaries are relatively new to Sylvania, it was stated, and plans did not mature fast enough last year to bring these divisions into the profit column.

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## U.S.-CANADIAN RMA DIRECTORS TO MEET IN TORONTO APRIL 8

United States and Canadian radio manufacturers will hold their fifth joint conference in Toronto in April when the respective Boards of Directors of the U. S. Radio Manufacturers' Association and the Canadian RMA meet there.

Mutual industry problems will be discussed at business sessions of the Directors, which will be followed by a program of social activities.

The U. S. RMA Board of Directors will meet on Thursday, April 8, with the Canadians present, while the Canadian RMA Directors will meet on Friday, April 9, with the American visitors as guests.

Max F. Balcom, President of the U.S. RMA, will head the American delegation of radio manufacturers who will be guests of the Canadians at two luncheons, a reception and a dinner. The hosts will be S. L. Capell, President of the Canadian RMA, and the Canadian Board of Directors.

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## 31 NBC TELEVISION AFFILIATES READY BY END OF 1948

Representatives of the 31 NBC Television affiliates which will go on the air before the end of 1948, will meet in New York Friday (March 12), to discuss plans for operation of their television stations, it was announced by Frank E. Mullen, NBC Executive Vice-President.

This is the largest number of video stations scheduled to be affiliated with any one network by the end of the year. NBC Television now has eight stations on the air, with a ninth to begin network operation tomorrow Thursday (March 11).

The eight are WNBT, New York, and WNBW, Washington (both owned and operated by the network); WPTZ, Philadelphia; WRGB, Schenectady; WWJ-TV, Detroit; KSD-TV, St. Louis; WTMJ-TV, Milwaukee, and WLWT, Cincinnati. Of these, New York, Washington, Philadelphia and Schenectady are now joined in an East Coast network, and WBAL-TV, Baltimore, will join the network March 11th.

Mr. Mullen recently return from a trip to the West Coast also predicted that a coast-to-coast video network will be in operation by 1950 from New York to Hollywood.

The NBC Vice President said he had held conferences with most of the major motion picture producers during his trip and had found all vitally interested in television, both as an advertising medium and as an outlet for future production. However, he said, he did not believe television would ever show first-run, full-length motion pictures.

"Television films will be 10, 20 or 30 minutes long", Mr. Mullen said. "It is not economically feasible to produce full-length pictures exclusively for television showing."

Mr. Mullen stated that 65 percent of NBC's video programming is now commercially sponsored.

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"CIVIL RIGHTS" SOUTHERN SENATORS DEMAND RADIO TIME

Twenty-one Southern Senators last week demanded from the Mutual Broadcasting System equal radio time to answer a program dramatizing President Truman's civil rights program. Both actions were directed at meeting head-on the proposals strongly advanced by the Administration.

Robert D. Swezey, Vice-President and General Manager of Mutual, said the network would be glad to consider the request.

In a telegram to Edgar Kobak, President of the Mutual Broadcasting System, the Southern twenty-one Senators noted that the network was putting on the air a series entitled "To Secure These

Rights", dramatization of the civil rights recommendations made by the President's Committee on Civil Rights and subsequently endorsed by the Chief Executive in a request to Congress for legislation.

They asserted that they were opposed to the proposed legislation, "as are millions of American citizens whom we represent", and added:

"The definition of what constitutes a civil right or where an alleged right of the citizen invades the right of another is highly controversial. In the present circumstances it is a political issue.

"We do not have available the professional talent of a large broadcasting chain to dramatize the presentation of our opposition to the report of the President's committee, but we do wish to have accorded to us time to present our views equal to that used by this program."

"In view of the fact that so many of your outlets are located in the South", the telegram added, "we feel you will gladly comply with our request."

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25 WORDS WINNING \$22,500 RADIO PRIZE WILL COST \$8,000 TAXES

The twenty-five words which Mrs. Florence Hubbard of Chicago wrote about the American Heart Association to win the \$22,500 radio "Walking Man" contest will cost her up to \$8,000 in income taxes.

If, as on some other radio programs, she had merely answered the telephone in a pure lottery, the whole award might be tax free. Out-and-out gifts, the Bureau of Internal Revenue Office in Los Angeles, according to a dispatch to the New York Times, explained, are not taxable, but in previous contests like "The Walking Man", it has been ruled that the writing of an essay, even a twenty-five word one, to qualify for a prize constitutes work making the award legally the same as salary.

The fact that the prize was in merchandise - including an airplane, an automobile, a trailer and a motor-boat - makes no difference to the Government. The tax on such emoluments is based on its "fair market value", which is construed as its retail price.

However, representatives of Ralph Edwards, for whose "Truth and Consequences" program Mrs. Hubbard identified "The Walking Man" as Jack Benny, suggested that her tax might be considerably lower than the approximate \$8,000 levied on that income bracket.

In three similar previous contests, it was stated, the manufacturers who supplied the merchandise prizes, in making cash adjustments for gadgets the winner was unable to use, in many cases had taken into consideration the tax involved.

The National Broadcasting Company said there was no arrangement for either it or the program's sponsor to absorb any of the winner's tax.

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::: SCISSORS AND PASTE :::  
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Editorials On The Air - Sure  
("Washington Times-Herald")

Back in 1941, the Federal Communications Commission ruled in the so-called Mayflower case that U. S. radio stations may not put editorials on the air.

Now, the FCC is holding hearings in Washington on the question whether to reverse the Mayflower ruling.

We're in favor of giving the radio stations just as much leeway in this respect as the newspapers always have had. A newspaper allots a given percentage of its space daily to expressions of its management's opinions on current events. The readers know that these editorials speak the paper's views. Newspapers which genuinely believe in freedom of speech and press also allot space for letters from readers agreeing or disagreeing with the editorials or criticizing other features in the paper. Our own name for that department is Voice Of The People.

Presumably the radio stations or networks would do much the same thing if they should go in for editorializing. The logical course would be to devote a given amount of time per day to a feature plainly labeled as the station's or network's opinions, and equal time to the airing of "Dear Sir, you cur" crackbacks from listeners.

The whole arrangement should add much, we think, to the liveliness and interest of radio. It would also ease a widespread gripe once summed up by the ether star Bob Burns when he chuckled that "Th8 radio's a wonderful thing. Why, you can reach 20,000,000 people by radio, and 20,000,000 people can't reach you."

Nathan Straus, President of WMCA, New York, pointed out that more than 90 per cent of all the cities and towns in the United States have one newspaper apiece, or two papers under the same ownership.

Some managements or editors in these places are broad-minded and courageous enough to give opposite opinions an even break in their columns, but not all of them are. In cities or towns where such a monopoly is abused by the ruling out of opinions which ye editor or ye business office doesn't like, freedom of ye press obviously suffers from a permanent black eye.

This condition could be corrected, at least in part, by allowing the nearest radio station to broadcast editorials and listeners' disagreements with same. In many cases, that would let some fresh air and common sense into the newspapers affected by this radio opinion competition, which would be a good thing all around.

We can't see any reason for keeping editorials off the air any longer, and don't think they should have been banned to begin with. Their entry onto the airwaves would be strictly in tune with the Constitution's 1st amendment, guaranteeing freedom of speech; and what are we waiting for, anyway?

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A Reader Speaks About Paid Radio Logs

(Letter to "Editor and Publisher" from Homer S. Davis, Evanston, Ill.)

In all the arguing going on in the columns of Editor & Publisher regarding radio logs, the forgotten man is the reader who pays his 5¢ a day or \$1.50 a month which makes possible that precious white space called a newspaper.

Broadcasters treat him as a moron who can be motivated only through repetitious, double-barrelled commercials at stepped-up modulation.

Editors judge what is good for him to read and how much, and in this instance it is being determined from a purely commercial standpoint.

Let's be consistent.

Much news space is given to professional athletic events, staged for profit. How much advertising is received from baseball clubs, for instance?

Radio logs are referred to several times a day. Any curtailment reduces the value received by the reader for his expenditure.

In a larger city, his recourse is to shift to a competitor who provides what he wants. In a smaller city where one paper enjoys a monopoly, he can only join the few who "react fast - and loud - to anything they don't like", and still not get what he wants.

Eliminate the radio editor's daily column if you must be commercial, or retain it if it is attracting display radio advertising.

Give the reader a brief, easy-to-read chronological listing of all radio shows. Eliminate call letters and use frequencies (dial readings) if you are a die-hard, or charge for listing calls. Always publish the log in the same relative page position (the Knight publication in Chicago recently yielded to this after years of kicking it all over the paper).

But "big type" for some listings will only clutter up the readability. "Radio Program Service" with position other than chronological would be even less serviceable.

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Network "Co-op" Shows Gain As Retail Medium  
Samuel Rooner in "Editor & Publisher")

Radio's wooing of the retail advertiser made a hit last year - a mild one, but nevertheless a hit.

In 1947, local time sales passed network sales for the first time in the 20 years on record.

Radio statisticians calculate the revenue about thus: local \$135,000,000; national network - \$125,000,000. This represents a small loss for national (from \$126,700,000 in 1946), a very substantial gain for local (from \$116,000,000).

Newspapers, of course, more than held their ground against radio in the retail field. While radio was increasing its business by 8%, dailies exactly doubled this increase, raising their retail revenue 16% to a level roundly estimated at more than \$850,000,000.

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::: TRADE NOTES :::  
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The San Francisco Call-Bulletin is again printing radio programs having withdrawn them before the war.

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A radio paging system for drivers of motor vehicles was patented (No. 2,436,824) last week by Ralph K. Potter of Morriswotn, N.J., assignor to the Bell Telephone Laboratories.

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Emerson Radio and Phonograph Corporation and Subsidiaries: Thirteen weeks to Jan. 31: Consolidated net profit, after \$485,709 Federal taxes, was \$763,190, equal to \$1.90 a share on 400,000 shares outstanding. This compares with \$642,394, or \$1.60 a share, for the corresponding period of the previous year, when \$557,476 was provided for taxes.

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News services, newspapers, radio and television representatives have already asked for near 2,000 seats for each of the political national conventions. This is about a sixth of the entire seating capacity of Philadelphia's huge Convention Hall.

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Departure from Standard AM and Network rates has been established for WLWT, Crosley Broadcasting Corp.'s Cincinnati video outlet, according to R. E. Dunville, Vice-President and General Manager of the corporation.

"We have allowed substantial discounts during the Summer months", says Mr. Dunville, "as an incentive to advertisers and prospective advertisers." He continues that the establishment of discounts from May through September is done in recognition of the fact that these months in standard broadcasting have been proven "slow".

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A personal letter from Frank Stanton, President of the Columbia Broadcasting System; will accompany copies of the CBS Map of the Changing World, mailed to U.N. delegates from all nations. The letter, in part, reads: "The map was specially designed to be used by radio listeners in connection with CBS international news programs, as part of our comprehensive efforts to inform the American people fully on international matters...the map enables the audience to follow the details of CBS international broadcasts with accurate current information on the many changes of the map of the world in the past decade..."

Listeners desiring the map should write to CBS WORLD MAP, Box 828, Chicago, Ill, enclosing 10 cents to cover cost of handling.

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