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No. 1823

May 5, 1948

DURR, FCC, SEEN AS TRUMAN'S LATEST THORN; COY AT WHITE HOUSE

Clifford J. Durr, outspoken Federal Communications Commissioner, who resigned following a session with President Truman the morning after the announcement that Mrs. Durr had been appointed Chairman of the Northern Virginia Committee of Henry Wallace, is believed in official circles to be the latest thorn in the President's campaign. This seemed to be confirmed by a gum-shoe visit to the White House Monday by Wayne Coy, Chairman of the Federal Communications Commission, who presumably called on Mr. Truman to discuss Mr. Durr's successor.

Already looked upon as a No. 1 trouble maker for the Administration, it is believed Mr. Durr will become more aggressive and noisier as the conventions and campaign approach and really get into his stride when he finally leaves the Commission June 30th.

The latest outbreak of the turbulent FCC Commissioner, who is a brother-in-law of Mr. Justice Hugo L. Black of the U. S. Supreme Court, was last Friday night when addressing the Federation of American Scientists and the Washington Association of Scientists at the American University in Washington. Mr. Durr declared that Government scientists, regardless of any guilt in these days of loyalty tests trembled at the thought of losing their jobs. Mr. Durr warned against such an atmosphere of "corrosive fear", saying:

"In scientific and unscientific fields of endeavor alike, I am wondering if we are not endangering our security by the very methods we are adopting to preserve it, and alienating loyalty by the procedures we are applying for its promotion."

Mr. Durr said that because of repression in Europe, the United States gained Einstein, Szilard and Fermi, noted scientists, and said, "I am wondering if, in the name of 'loyalty', and 'security' we may not ourselves be in the way of losing all we have gained, and more."

Mr. Durr criticised a House subcommittee on un-American Activities for its report on Dr. Edward U. Condon, Director of the National Bureau of Standards, which had called Condon "one of the weakest links" in atomic security.

Although far from popular with many broadcasters and with his critics on Capitol Hill on both sides of the aisle, such as Representative McDowell (R), of Pennsylvania, Mr. Durr has come out better than 50-50 with the press. The most recent comment was by Jack Gould, Radio Editor of the New York Times, who defended him with:

"The decision of Clifford J. Durr not to accept reappointment to the Federal Communications Commission means the loss to that body of one of its ablest and at the same time most controversial figures. With his term expiring on June 30, Mr. Durr, in the light

of his family responsibilities, believed it time to seek a more remunerative post than a commissionership which pays \$10,000.

"As an outspoken liberal of the New Deal school, Mr. Durr's career with the FCC always has been a tempestuous one and he himself would be the last either to expect or to want anyone always to agree with his views. But certainly he leaves the FCC with a record of both very real and very important accomplishment in behalf of better broadcasting.

"Mr. Durr's guiding concept was a greater freedom of radio from the standpoint of the listener as opposed to the more publicized freedom of radio from the standpoint of the broadcaster. If not the father of FCC's "Blue Book", which called for improved over-all balance in programming, he was its most energetic and articulate exponent. Though in practice the Blue Book has been badly bleached, the mere discussion of its main points prompted the broadcasters to look at themselves and, in many cases, introduce beneficial reforms. For the achievement of that progress Mr. Durr is entitled to a generous share of the credit.

"In his years devoted to broadcasting, Mr. Durr often was the lone dissenter on the FCC. Many of his points of view he was later to see accepted by the majority. His thoughtful opponents, if not the element of the trade press which delighted in subjecting him to petty and carping criticism, always respected his consistency of position in radio matters. In a business where expediency so often prevails, Mr. Durr's devotion to principle will be missed."

In addition to mention of Brig. Gen. Telford Tyler as a possible successor of Commissioner Durr, other names are now cropping up among them those of Edward Cooper, of Montana, a former newspaperman, and communication expert of the Senate Committee; an unidentified Arizona broadcaster, believed to have been proposed by Senator McFarland (D), of Arizona when he called on President Truman last Friday, and present members of the FCC, namely Benedict P. Cottone, General Counsel, Acting Chief Engineer John A. Willoughby and Chief Accountant, William J. Norfleet. It is to be hoped that someone closely allied with the broadcasting industry will be named.

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#### NEW PLANT FOR SANTA BARBARA STATION

KDB, Don Lee affiliate in Santa Barbara, will operate from new facilities approximately July 1, according to General Manager Ed Kemble. The station acquires the "New Look" by move into a picturesque Spanish Mission style building in the heart of Santa Barbara. A special 250-foot tower weighting 7 tons is now being erected. The tower, capable of carrying an FM antenna, will be the highest in the city. Its foundations are reinforced concrete columns weighing 60 tons, and the ground system consists of nearly a ton of copper. The studio location is creating a new business center, called "Radio Square."

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## SHEPPARD BILL WOULD END NETWORK STATION OWNERSHIP

A bill which would impose drastic restrictions on network broadcast service and ownership of radio stations, and would probably force a wholesale disposal of station and network properties worth millions of dollars, was introduced into the House of Representatives last week by Representative Harry R. Sheppard (D), of California. However, due to its extreme conditions, legal minds hold out little chance of its enactment.

Some of its more salient points are:

Prohibit ownership of stations by national networks.

Prohibit ownership of either networks or stations by manufacturers of radio equipment, electronic components, or other equipment used in station operation.

Forbid stations to devote any two consecutive hours to network programs, limiting them to "every other or alternate hour".

Define a network as two or more stations linked for simultaneous broadcast - a definition which, industry observers noted, is the same as that insisted upon by several radio unions.

Television, FM and international stations, as well as AM would be involved. Three of the four national networks and at least six equipment manufacturers would be required to get rid of stations and the Radio Corporation of America would have to dispose of the National Broadcasting Company if the Sheppard Bill were passed.

Representative Sheppard says that if the bill is not taken up in this session of Congress, and it is unlikely that it will be, he will reintroduce it at the next session if he is re-elected in November or have someone else do so if he is not among those present.

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## RADIO AND RCA PROBE TO START MAY 12

It is understood that the investigation which Senator Charles W. Tobey (R), of New Hampshire, disclosed at the final hearings on the Johnson Bill (S. 2231) is to be started on May 12, although he had hoped to fit it in at an earlier date.

It was at this time that Senator Tobey pulled a surprise move by firing questions at Raymond Guy, NBC Manager of Radio and Allocations Engineering concerning the actions and policies of the Radio Corporation of America. Mr. Guy did not feel qualified to answer questions about RCA policy and Senator Tobey then suggested that "somebody who knows" about such matters be sent to a subsequent hearing which he would schedule.

The indications are that the plans for the probe will be far-reaching and will consider radio and TV low-band allocations, regulations and patent ownership, in addition to RCA operations.

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"VOICE OF AMERICA" OVERSEAS POWER TO BE INCREASED

The State Department is taking prompt steps to step up the power of the "Voice of America" behind the Soviet iron curtain and elsewhere overseas.

Officials said Monday a three-million-dollar supplemental fund now in the Congressional mill will bring:

1. An early increase in the power of radio transmitting stations which relay American official broadcasts to eastern Siberia. This may help overcome "jamming" of programs, which officials said was continued despite an American protest to Moscow a month ago.
2. A start toward building new and more powerful relay stations in Europe.
3. Shipment of more American books and magazines to United States libraries abroad. There are 50 such information centers now. An increase to 84 is scheduled.
4. Addition of special regional news for Europe, the Near East and Latin America to the daily wireless bulletin supplied foreign officials and publications.
5. Expansion of radio, photo and motion picture staffs which were cut back a year ago.

The three-million-dollar supplemental fund is contained in a 969-million-dollar catch-all appropriation bill carrying money for many Government agencies. The Senate, before recessing last Friday, sent the bill back to a conference committee to consider changes. Both Senate and House, however, have agreed to the State Department fund.

Representative John Taber (R), of New York, Chairman of the House Appropriations Committee still continues to criticize the "Voice of America" calling it "incredible drivel which the Department foists on the world".

Upon reading some of the scripts sent to him to look over, he said that "by no stretch of the imagination could any be termed 'first rate'; a few could squeeze into the second-rate classification, but the great majority consist of such trashy jargon that they are an insult to any listener, whether he be in the Congo or Chicago."

Representative Taber feels that no one knows how many "if any" listen to the broadcasts and pointed out that \$100,000 per hour, 22 hours per day, is an "expensive pasttime", and "if we must be burdened with it, let us try to enhance its value by making it a real voice from America."

Despite the notice of displacement of war-service and temporary employees in nine fields, the Civil Service Commission has announc-

ed special emergency recruiting for writers, editors, producers and broadcasters, at salaries up to \$9,975 a year, for the State Department's overseas information program. Applications are being accepted at the Commission's office in Washington.

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#### EX-SEN. WHEELER, TYRO, AMAZES MIAMI; CATCHES BIGGEST FISH

Apparently one of the biggest talents of former Senator Burton K. Wheeler, of Montana, unknown not only to his old colleagues on Capitol Hill, but even to himself, is that of a deep sea fisherman.

As a guest of E. F. McDonald, Jr., of Chicago, President of the Zenith Radio Corporation, and trying his hand at deep sea fishing for the first time in his life at Miami Beach last week, Senator Wheeler caught the record White Marlin of the year. It weighted 108 pounds and Senator Wheeler suddenly found himself the envy of all the fishermen at that famous beach.

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#### FCC DENIES TBA'S PETITION FOR A.T.&T. & W.U. RATE CHARGES

Last Thursday, the Federal Communications Commission adopted an Order denying a petition of the Television Broadcasters' Association insofar as it requested suspension of the rates and charges filed by the American Telephone & Telegraph Company and The Western Union Telegraph Company applicable to the furnishing of television transmission services and facilities. The Commission also denied the petition insofar as it requested temporary waiver of the FCC's Order of February 12, 1948, which permits commercial operations of the New York-Washington coaxial cable television facilities.

However, the FCC granted the petition of TBA insofar as it requested an investigation and hearing regarding the lawfulness of such rates and regulations of the subject carriers. The hearing will be held in Washington, D. C., starting at 10:00 A.M. on June 15, 1948.

The TBA petition pointed out that the rates as proposed are excessive and unreasonably burdensome upon commercial television transmission and gave several reasons why TBA felt a hearing was necessary. The rates, as filed, were to have become effective on May 1 if unopposed.

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The first international television broadcast in history was scheduled on WWJ-TV, The Detroit News station, last Thursday night, according to the TBA Weekly News Letter. WWJ-TV received permission of the Canadian Broadcasting Corporation and the Federal Communications Commission to televise the opening ceremonies of the Windsor Junior Chamber of Commerce Industrial Exposition in Windsor, Ont., Canada.

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## STORER-RYAN ACQUIRE DETROIT TV SITE; CONSTRUCTION AT ONCE

Television station WTVO, the TV outlet of Detroit Broadcasting Company, a subsidiary of The Fort Industry Company of which George B. Storer is President, has acquired a site for its transmitter and construction is to start immediately.

The television transmitter will be located at the corner of Lyndon and Cloverdale Avenues, in northwest Detroit, on a lot 100 feet wide and 472 feet deep. The tower will be approximately 500 feet tall and will hold both the TV and FM antennae of Detroit Broadcasting Company. Adjacent to the base of the tower will be the transmitter building, which also will accommodate work-shops and a garage for the TV mobile unit, as well as cars belonging to station personnel.

Contact between the TV transmitter and the downtown studios of WTVO will be by coaxial cable or relay link, depending upon which can be obtained with the greater speed to enable WTVO to get into operation.

No definite date has been established for the start of WTVO operation, but work on setting up the tower and completing the studios is being started and will be pushed with all possible speed.

The Fort Industry Company recently announced the acquisition of the two top floors of Detroit's Masonic Temple Building for studios of television station WTVO, as well as WJBK and WJBK-FM.

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## RMA REPORTS TV SETS PASS 300,000 MARK; FM RADIOS GAIN

A total of 118,027 television receivers were manufactured by RMA member-companies during the first quarter of 1948, the Radio Manufacturers' Association reported Monday (3). This output is almost three times the production rate of the corresponding quarter of last year and 66 percent of the total TV set output during 1947.

Radio set production remained at a high level, and FM-AM sets for the first quarter totalled 437,829 or two and a half times the number manufactured in the first quarter of 1947.

All set production, including television, aggregated 4,352,296 during the first quarter as compared with 4,321,406 in the corresponding period of 1947. Fewer AM radios, especially table models, were reported for the 1948 quarter, however.

The first 1948 quarter production of TV sets brought the total output of RMA companies since the war to more than 300,000 and FM-AM receivers to 1,794,418.

The report on March set production, covering a five-week period ending April 2, showed production of 52,137 TV receivers, 161,185 FM-AM sets, and a total of 1,633,435 radio and television sets.

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## SEN. TAYLOR NOTES "DISCRIMINATION" EVEN IN BIRMINGHAM RADIO

Senator Glen Taylor (D), of Idaho, former radio cowboy, Wallace's vice-presidential running mate, had this to say in connection with his encounter with the Birmingham police when he tried to go into a meeting place via the "Negro" entrance:

"In Birmingham, I turned on the radio for a few moments. The first commercial I heard was with reference to a beauty parlor. It mentioned the beauty parlor and then said 'where discriminating people go.' The word 'discriminating' hit me. I noticed it. I thought, that is likely to be in almost any advertisement. People are discriminating all over America. They can be discriminating in many different ways.

"The next commercial was with reference to a barbor shop, and it was also for discriminating people. The next one was for a restaurant, and, lo, and behold, it was for discriminating people. Practically every commercial contained the word 'discriminating'."

No movie of the year is more exciting than Senator Taylor's account to his fellow Senators in Washington than of his rough-handling by the Birmingham cops, where at one time he declares he actually feared for his life. This may be found in the Congressional Record of May 3, Page 5313.

It is claimed the whole thing was a publicity stunt framed up by Taylor which backfired resulting not only in a fine and suspended jail sentence but also served to further inflame the people against President Truman's Civil Rights bill.

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## TAXI COMPANY CITED FOR ILLEGAL RADIO OPERATION

The Federal Communications Commission has communicated to the Attorney General the results of an investigation of alleged unlicensed radio operation by the Victory Taxi Cab Co. in Shawnee, Okla., which appear to warrant reference to the United States District Attorney for the District of Oklahoma for prosecution under Section 501 of the Communications Act.

The inquiry grew out of complaint by the Yellow Cab Co. of Shawnee that two unlicensed radio transmitters in cabs operated by the Victory Taxi Co. interfered with authorized mobile radio service by the former. Commission engineers reported finding an unlicensed transmitter being operated at the Victory Cab Co.'s offices for dispatching purposes.

Section 301 of the Communications Act expressly forbids unlicensed radio transmission. Section 501 provides penalty of a fine of not more than \$10,000 or imprisonment for a term of not more than two years, or both.

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## RCA NET UP 23% WITH TELEVISION IN MAJOR ROLE

Net profit, after taxes, of the Radio Corporation of America for the first quarter of 1948 was \$5,764,498, representing an increase of \$1,084,433, or 23 per cent, over the same period in 1947, Brig. Gen. David Sarnoff, President and Chairman of the Board of the Radio Corporation of America, announced yesterday (May 4) at the 29th annual meeting of stockholders.

Earnings per common share for the first quarter of this year amount to 36 cents, as compared with 28 cents per common share for the first quarter in 1947.

General Sarnoff's report covered all phases of RCA activities in radio - research, engineering, manufacturing, broadcasting and world-wide communications.

"At the end of 1947, RCA had a backlog of unfilled orders amounting to approximately \$100,000,000", he announced. "At that time, consolidated inventories totalled \$61,500,000 of which \$16,400,000 represented raw materials, \$18,400,000 consisted of work in process, and \$26,700,000 represented finished goods."

Despite expanded manufacturing facilities of the RCA Victor Division, orders for home instruments still exceed production, he said, declaring that the major increase had been in the sale of television sets which, in turn, increased demands for electron tubes, prompting expansion of the RCA Tube Plant in Lancaster, Pa.

The radio industry, in all its phases, is one of the most highly competitive businesses in the United States, he pointed out, recalling that newspapers, magazines, and broadcasting stations throughout the land carry the advertisements of the competing radio products and services. These, he declared, provide abundant proof of the keen competition which exists in this industry.

"Outstanding advances in television have amply justified the optimism expressed at our meeting last year and on other occasions", asserted General Sarnoff. "Television began in 1947 to fulfill its promise of becoming a new and dynamic postwar industry. It is gaining impetus daily. The Federal Communications Commission has authorized 93 television stations. In addition, 226 applications for construction permits are pending before the Commission.

"More than 300,000 television receivers are in use and this number increases daily. By the end of this year, it is estimated that 800,000 television sets will be in the homes of the public. RCA leadership in television, research, engineering, manufacturing and broadcasting has played an important part in bringing this new service into so many American homes."

Reporting on the activities of the National Broadcasting Company, he said that NBC marked its twenty-first year in 1947 with the largest volume of business in any year since its formation.



He also said that by the end of this year a number of NBC network affiliates will have television stations on the air.

General Sarnoff stated that FM broadcasting is winning wider public acceptance, and recalled that RCA has been active in the technical development of FM since 1924. It was pointed out that RCA tube and circuit developments have simplified the technical design of FM transmitters and receivers and have lowered manufacturing costs.

"Today, as FM broadcasting spreads across the country at the rate of approximately 50 new stations a month", said General Sarnoff, "RCA is one of the chief suppliers of equipment. We have delivered 167 FM transmitters, and have orders for 138 more. Ten models of RCA Victor home radio instruments provide FM reception. Each of our television receivers is designed to receive by FM the sound portion of the television program."

Scientific research and pioneering at RCA Laboratories continue on an ever-increasing scale, he said, adding:

"Our scientists and research men will continue seeking new knowledge, not only in radio and electronics, but in allied fields. We have commenced work in atomic physics because it is related to electronics.

"Nuclear energy, as a source of power, may become an important factor in communications. It is no idle dream to envisage that radio sets of the future may take their power from tiny capsules of atomic energy or even from small particles of such material. Should this miniature power supply become possible, smaller and more compact radio and television sets may be built."

New records of speed and accuracy in the handling of overseas radio messages were achieved during the past year by RCA Communications, Inc., a service of RCA, General Sarnoff reported, noting that new equipment and mechanized operations have greatly advanced the art of world-wide communications.

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#### AMATEUR MOBILE OPERATION PROPOSED BELOW 25 MC

At the request of the American Radio Relay League and a number of individual amateur radio operators, the Federal Communications Commission proposed to amend Part 12 of its rules governing amateurs to permit amateur mobile operation on all available amateur bands, as is the case of amateur portable operation, and to clarify the requirements and limitations covering both types of operation. The present rules permit amateur mobile operation only on frequencies above 25 megacycles.

The Commission also made final its proposal of March 24, 1948, to change Part 12 of the Rules Governing the Amateur Radio Service so as to make the frequency band 220-225 megacycles available immediately to amateurs except in those areas where its use would cause interference to British or Canadian radar distance indicator systems, and in these excepted areas make the band 235-240 megacycles available to amateurs on a temporary basis.

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## 1ST CERTIFICATE OF TYPE APPROVAL ISSUED BY FCC FOR EQUIPMENT

The Federal Communications Commission last Friday announced the grant of the first certificate of type approval issued under the provisions of Part 18 of its Rules Governing Miscellaneous Equipment. This certificate was issued to the Radalite Corporation of New York City for an interchangeable neon sign which is activated by radio frequency energy.

Part 18 of the Commission's rules become effective as of April 30 insofar as it applies to miscellaneous equipment. "Miscellaneous equipment" is defined as apparatus using radio frequency energy for heating, ionization of gases or other purposes in which the action of the energy emitted is directed upon the workload and which does not involve the use of associated radio receiving equipment. Part 18 of the rules and regulations insofar as it pertains to medical diathermy and industrial heating equipment became operative June 30, 1947.

Manufacturers may submit equipment of this type to the Commission for tests to determine whether it conforms to the rules. Two of the major requirements involve the reduction of harmonic and spurious emissions to specified limits and operation within assigned frequency bands. Manufacturers of equipment meeting these requirements are issued "Certificates of Type Approval" for identical apparatus. Each piece of equipment so approved must have associated with it a dated certificate or nameplate setting forth the FCC type approval number and other data required by the rules.

The Commission points out that many devices which use radio frequency energy are capable of causing serious interference, not only to standard broadcast and television radio receivers, but to the operation of radio services which involve the safety of life and property.

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## PROFESSOR ASSAILS ATTITUDE OF PRESS, RADIO TOWARD WAR

Prof. Curtis MacDougall of Northwestern University last Saturday, May 1, accused the majority of American newspapers and radio commentators of convincing most Americans that war is the only solution of today's national problems, according to an A.P. dispatch.

Professor MacDougall, of the Medill School of Journalism at Northwestern, told an audience at the University of Colorado's 17th annual newspaper week that the press as a whole is not helping the Nation find a peaceful way out of the present tense international situation.

"Eddy Gilmore, of the Associated Press, wrote from Moscow a fortnight ago that there is no comparable war fever there at all, but his dispatch was printed on inside pages if it was used at all", Professor MacDougall said. "If Gilmore's objective report had been the opposite, it would have been streamer headline news in every paper subscribing to the Associated Press report."

Professor MacDougall said the most frightening aspect of the situation is that some people want to combat communism by imitating some of its worst features at home.

"I mean, of course, the really frightening attacks that have been made on our civil liberties.

"I hold that the American press is falling down on its job lamentably by not combating these anti-democratic trends at home; that, as a matter of fact, a large section of the press is aiding and abetting the hysteria."

"He said he left it was the duty of journalism professors to point out to students "the press' dangerous deficiencies in this respect."

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#### FARNSWORTH ANNOUNCES PLANS TO MARKET NEW CAPEHART LINE

Plans for the marketing of the complete line of Capehart phonograph-radios and television receivers through a nation-wide distributing organization were announced Monday (3) by President E. A. Nicholas of the Farnsworth Television & Radio Corporation at the company's annual distributor convention now being held in Fort Wayne, Indiana.

Mr. Nicholas revealed that distributors are being appointed to handle the Capehart line in most areas of the nation and that additional distributors would be selected in areas not now served by the company's present distributors.

He pointed out that the Capehart price range is being broadened to provide instruments for prospective purchasers in every income group.

Mr. Nicholas said that distributors will have the opportunity of handling a Capehart-Farnsworth line of radios, phonograph-radios and television receivers broad enough in price range and sales appeal to answer the needs of any franchised dealer, regardless of size or location.

The complete line of new Capehart and Farnsworth television receivers, phonograph-radios and radios, comprised of 32 different models, was unveiled at the convention on Tuesday, May 4.

Highlighting the presentation of the company's 1948-1949 line was the introduction of five new television receivers and a broad range of Capehart phonograph-radios priced from \$295 to \$1,595. List prices of Farnsworth phonograph-radios start at \$99.95, with table model radios beginning at \$24.95.

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## INSTITUTE FOR EDUCATION BY RADIO AWARDS

The Columbia Broadcasting System won six of 14 first awards for production of radio network shows made last Saturday, May 1, by the Eighteenth Institute for Education by Radio. Three firsts went to the Canadian Broadcasting Corporation, and one each to the National Broadcasting Company and to three organizations. Mutual received two first place awards.

First Awards: Religious Programs - "The Eternal Light", National Broadcasting Company; "The Greatest Story Ever Told", American Broadcasting Company; "Family Theater", Mutual Broadcasting System, Inc.

Agricultural Programs - "The Garden Gate", Columbia Broadcasting System; "National Farm and Home Hour", National Broadcasting Company.

Cultural, General - "CBS Is There", Columbia Broadcasting System.

Public Affairs - "Doorway to Life", Columbia Broadcasting System; "CBS Documentary Unit Series", Columbia Broadcasting System.

Children's Program - "Magic Adventures", Canadian Broadcasting Corporation; "Melody Theater", Mutual Broadcasting System.

One-time Broadcasts - "The Friend and Peter Stuyvesant", Columbia Broadcasting System; "Son of Man", Columbia Broadcasting System; "Murder in the Cathedral", Canadian Broadcasting Corporation.

Two Public Affairs Programs - "Howard K. Smith from London", Columbia Broadcasting System; "The United Nations Today" by the United National Network for Peace received special citations.

Special Award to WBBM, CBS-Chicago, was for its "Report Uncensored" series.

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## WMAL SETS UP ORGANIZATIONAL PLAN

A revised, in some cases continuing, operational set-up for the three broadcasting and television activities of the Evening Star Broadcasting Company of Washington, D. C. was announced last Friday by Kenneth H. Berkeley, Vice-President and General Manager of the capital city firm. Effective April 27, Fred Shawn joined WMAL, WMAL-TV and WMAL-FM as Manager of Television and Broadcast Operations. Mr. Shawn thereby resumed an association with Mr. Berkeley which began some 15 years ago when Mr. Berkeley was in charge of the Washington offices of NBC.

Mr. Shawn, in his capacity as Manager of Television and Broadcast Operations heads the following departments of the AM, FM and TV activities: Announcing, Engineering, Music, News, Production, Promotion, Publicity, Special Features, Traffic and Women's Activities. Mr. Harry Hoskinson will act as Assistant to Mr. Shawn in Television.

Frank Harvey assumes the position of Chief Engineer of the Company and will be in charge of AM, FM and Television Technical Operations; Mr. Earl Hilburn becomes Assistant Chief Engineer.

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::: SCISSORS AND PASTE :::  
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Lee De Forest's Social Splurge  
(Mary Van Rensselaer Thayer, "The Washington Post")

One of the world's greatest living inventors, Lee De Forest, and his pretty auburn-haired wife, are in town this week, enjoying one of their rare social splurges. He's the genius who invented the audion-vacuum tube, the life of electronics, which made radios and television possible, put sound in movies - made Marconi's voiceless wireless speak. Sure of being an inventor since he was an 11-year old kid, Dr. De Forest's first invention was a farm gate which opened automatically. Today over 300 of his patents are in constant use.

Though he's actually 75, he looks a casual 55, works 12 to 14 hours every day - much of it standing in his laboratory. He also heads a school for 6000 scientifically inclined former GIs out in Chicago. He is president of a television company and an assortment of other business ventures.

He invented the audion-vacuum tube back in 1906 and his most important contemporary project is working to make color possible in television.

Unlike Edison and other big brains who needed little sleep, Dr. DeForest gets seven hours a night - but never lies down or naps daytime.

Hiking and mountain climbing are his hobbies. He has climbed Mount Whitney, our highest peak, five times, the last ascent to celebrate his seventieth birthday.

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Presidential Candidates Advised to Eliminate Fireworks on TV  
("Look" Magazine)

The big political shows in Philadelphia this June and July will be televised. When the Republican and Democratic National Conventions gather to nominate their presidential candidates, more than three million people who can't be there will be watching. They'll continue to eye the actors in this drama until the polls close in November.

This is the first campaign in which television has come into its own. Experts agree that it is likely to revolutionize politics.

John Royal, Vice-President of NBC, has suggested some pointers to speakers, for television success. He says: "1 - Make the speech as short as possible; 2 - Eliminate the fireworks; 3 - Have the facts and figures; 4 - Be sincere; 5 - Remember that your audience will average five people to a set, so be intimate; mob psychology is out; 6 - Speak in a natural voice - no Fourth of July oratory. 7 - If alone in front of a camera, be conversational."

When you watch your candidate speak, judge how well he obeys the rules above.

President Truman has been televised more than any other candidate, but is still self-conscious. He looks dapper, but he is not animated.

Dewey is the most polished performer, though he tends to overgesticulate. His moustache, which cuts line of face, makes a good contrast.

Television often makes Republic Speaker Joe Martin look as if he needs a shave. He's "politician" type speaker, but with New England flavor.

Though balding, Stassen appears boyish and friendly. He looks better in a full-faced view than in profile. His enthusiasm gets across to audience.

Technicians say that Senator Taft's frankness and sincerity help to compensate for his rather cold appearance and his colorless voice.

Gray hair, black eyebrows make Vandenberg interesting. He is the most statesmanlike delivery: impressive, poised and not flamboyant.

Henry Wallace has a rumpled appearance, but is a very intense and direct speaker. Viewers say, "He seems to be talking right to you."

Warren, like MacArthur, has never been televised. But in newsreels, he looks good because of a full head of hair, open face and easy manner.

Each convention will use 300 technicians, \$1,500,000 worth of gear.

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Broadcasts To Italy  
("The Washington Post")

Paradoxically, shortwave Voice of America broadcasts appear to have been of minor importance in the Italian elections. A good many reasons can be given for this. Foremost among them is the fact that Italy is a free country where the people do have access to information. There is not the same impulse to listen to foreign sources for the news as there is under the censored regimes behind the iron curtain. Moreover, as one correspondent pointed out, if the Italians were prone to listen to outside broadcasts, they probably would by custom tune in British programs, since it was the BBC that filled this gap in the days of Mussolini.

The State Department, to be sure, has not placed all its eggs in one basket. Until appropriations cuts limited the practice, it made a policy of purchasing time on local broadcasting stations, and it plans to revive and expand this technique when more funds are forthcoming. What the reports from Italy indicate is the need for flexibility of approach, for a constant evaluation of the success of the foreign information program and a substitution of new techniques when old ones seem ineffectual. The important thing is that the American point of view be made known as widely and in as many ways as possible, especially in critical areas such as the Near and Middle East, which up to now have been largely neglected for want of adequate funds. We hope the Senate will evidence its appreciation of this need by passage of the augmented foreign information appropriations which the House has already voted.

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::: TRADE NOTES :::  
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Fred E. Ahlert, since 1933 a Director of the American Society of Composers, Authors and Publishers (ASCAP) was elected its President for the year beginning May 1st. Mr. Ahlert thus becomes the fourth president of the 34 year old American performing right society. Mr. Ahlert succeeds Deems Taylor who has served continuously as president since 1941 and who was not a candidate for re-election.

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A new 35 mm sound motion picture projector which will enable television broadcasters to expand their programming facilities by using standard 35mm films, has been announced by the Television Equipment Section of the RCA Engineering Products Department.

The new RCA film projector (Type TP-35A), which projects 35mm pictures directly on to the pickup tube of a television film camera for conversion to video signals, is based on the famous Brenkert professional theatre motion picture projector, and incorporates all the outstanding features of this equipment.

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Decca Records, Inc. - March quarter: Net profit, \$388,399, or 50 cents a share, against \$687,118, or 88 cents a share last year.

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Everett "Hal" Hough, young radio executive of the Midwest, has been signed as the new Program Director of WJBK and WJBK-FM, Detroit, according to an announcement released last week. Mr. Hough comes directly from KOME, Tulsa, Oklahoma, where he has held the position of program director and assistant manager. His radio background includes more than 10 years' experience in all phases of broadcasting.

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Philco Corporation is acquiring the minority interest in Philco International Corporation, which has heretofore handled sales of Philco products outside the United States, it was announced Monday by John Ballantyne, President of Philco Corporation. In effecting this transaction, Philco will issue a net total of 7,120 shares of its authorized and unissued Common Stock.

Philco is now represented by 150 foreign distributors and approximately 7500 dealers in 100 different countries, and the Corporation's products are being sold and serviced in every country open to American manufacturers.

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Director of Research for WTOP since February, 1947, Fay Day has been appointed Assistant Manager of Research in Radio Sales, Columbia Broadcasting System, New York. The promotion is effective May 10, according to Carl J. Burkland, General Sales Manager of Radio Sales.

"During Mr. Day's stay at WTOP he set up one of the most unusual reference systems in existence in the radio industry", Maurice Mitchell, General Manager of WTOP said. "His advice and counsel have been of inestimable value in the many programs and sales decisions we have had to make. I think he deserves no small amount of credit for our splendid position audience-wise in the community."



March sales of radio receiving tubes by member companies of the Radio Manufacturers' Association totalled 18,208,842, an increase of more than one million above the 17,097,461 units sold in February, the RMA reported this week. Tube sales in March of this year, however, fell below the 19,048,950 tubes sold in March 1947.

Sales of RMA member-manufacturers in the first quarter of 1948 totalled 51,311,230 tubes compared with 57,548,414 in the same 1947 quarter.

Of the total tubes sold in March, 12,966,473 were for new sets; 3,573,712 were for replacements; 1,604,173 for export; and 64,484 were sold to government agencies.

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Fire badly damaged a radar installation adjoining the Queens College campus in Flushing last week. The system was nearly ready for use as a supplement to existing facilities at LaGuardia Field. No accurate estimate of the monetary loss involved was available. One report that it would aggregate \$1,000,000 was called "probably far-fetched" by a Civil Aeronautics Administration official.

Virtually everything except two antennae towers about 70 ft. high was wrecked. The towers were to have relayed radar images to another installation at LaGuardia Field.

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Frank Stanton, President of the Columbia Broadcasting System last Friday received from Col. Raymond F. Crist, Director of the Third Marine Corps Reserve District, a scroll in recognition of the network's assistance in the Citizen Marine Corps 1947-48 Enrollment Program. The presentation ceremony took place in Mr. Stanton's Office at CBS headquarters in New York.

Citation on the scroll reads:

"United States Marine Corps, in grateful recognition of outstanding cooperation and public service by the Columbia Broadcasting System, presents this citation for assistance and guidance in aiding the Marine Corps to build a strong reserve force for the preservation and defense of a free America, in its Citizen Marine Corps Enrollment Program."

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To meet demand for large screen television receivers in the metropolitan area, Andrea Radio Corporation is expanding production four to five times present volume, it was announced last Saturday (1). A complete new floor of 52,000 square feet will be added to the already expanded plant in Long Island City, devoted exclusively to the manufacture of "Big Picture" television sets.

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A Micarta material, newly developed for use in radio cabinets and featuring extreme durability and quality appearance, was announced today (Wednesday) by Harold W. Schaefer, Director of Research and Engineering for the Westinghouse Home Radio Division. First utilized in a new model, the Micarta Duo, use of the new cabinet material will bring a 10 per cent saving to the public, Mr. Schaefer said.

"Cabinet Micarta duplicates the deep grain of highly polished mahogany, but it will not splinter, warp, or crack, and its resistance to abrasion, chipping, or denting is more than twice that of standard cabinet woods", Mr. Schaefer said in his announcement.

He pointed out that although Micarta is more expensive per square foot than mahogany, special properties of the new material allow for easier shaping and forming in the manufacture of cabinets so that an overall cost is realized.

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