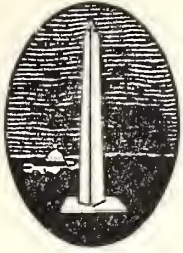


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May 26, 1948

FCC SURPRISE LADY COMMISH SEEN AS TRUMAN PLAY FOR N.Y. VOTE

President Truman's surprise nomination of Miss Frieda B. Hennock, New York City attorney, with no radio or communication experience, to be the first woman member of the Federal Communications Commission with the blessing of Boss Flynn of the Bronx and Mayor O'Dwyer of New York City, is seen in the Capital as a bold political move to build up the President's New York fences in the forthcoming campaign. Furthermore, there are those who maintain that because of Miss Hennock's having been born in Poland, reportedly of Jewish descent, that the appointment was also a further play on the part of Mr. Truman for the New York Jewish vote.

Although the appointment itself came out of a clear sky, there was no particular surprise that another politico had been appointed to the FCC who had had no experience in either radio or communication. With the exception of having been identified with court actions in the radio field in New York, Miss Hennock has never tried a case before the Communications Commission. From the start, the FCC admittedly has been an Administration political Christmas tree. The broadcasting industry has, as a rule, been ignored. In labor matters, for instance, John L. Lewis, William Green, Phillip Murray or others are always consulted or sounded out, but the broadcasting or communications industry seldom is.

If the Senate confirms the nomination, Miss Hennock will serve a term of seven years, beginning July 1st, succeeding Commissioner Clifford J. Durr, whose term expires June 30.

Miss Hennock graduated from the Brooklyn Law School and has been a lawyer in New York for more than 20 years, specializing in corporation practice. Since 1941 she has been a member of the firm of Choate, Mitchell and Ely, a long-established firm of New York corporation lawyers. Previously she had practiced independently in both criminal and civil law. She became the youngest woman lawyer in New York at the time of her admission to the bar in 1926. From 1935 to 1938 she was Assistant Counsel to the New York State Mortgage Commission.

She is regarded in New York City as a leader in the liberal wing of the Democratic party. She has been active in both the New York State and national campaigns but is not affiliated with Tammany or any other local New York organization.

It is Miss Hennock's intention to resign from the firm with which she is now associated in order to join the FCC, if appointed, for she has said that she is keenly interested in assuming the Federal post which carries a salary of \$10,000 annually. It was indicated that her present income is substantially greater than that stipend.

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TO REVISE NBC CODE TO INTEGRATE NEW NAB STANDARDS, TRAMMELL SAYS

The National Broadcasting Company code of practices will be revised to integrate the new standards adopted at the National Association of Broadcasters' convention in Hollywood last week, with the even higher standards which have governed NBC broadcasting since 1934, it was announced by Niles Trammell, President of NBC. Mr. Trammell expressed gratification with the new NAB code and predicted that the standards of practices for the industry "will continue to be improved."

Mr. Trammell's statement follows:

"I am extremely pleased that the Board of Directors of the National Association of Broadcasters has adopted a new and improved code of standards for the broadcasting industry. The National Broadcasting Company has long wanted such a new document. At their first annual convention in Atlantic City last September, NBC and its affiliated stations took the leadership in urging the adoption of even more stringent voluntary regulations than those approved by the NAB Board here (Hollywood).

"However, the action of the NAB is surely a step in the right direction and I am confident that now the industry has a practical and living document to guide it, the standards of practice will continue to be improved.

"The National Broadcasting Company is now operating under its own code of practices, which was first adopted in 1934. This NBC code will now be revised so that it will contain both the new standards which have been adopted on an industry-wide basis and the even higher standards which NBC has voluntarily adopted to govern its own operations. In this latter category is the NBC policy against broadcasting crime and mystery shows prior to 9:30 P.M., EST."

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HEARING TODAY ON REGULATIONS FOR RADIO TOWERS

A Senate District Subcommittee, headed by Senator James P. Kem (R), of Missouri, will hold hearings at 10 A.M. today (Wednesday) in the District hearing room of the Capitol on a bill to regulate the installation of radio and television towers in Washington.

The bill, passed by the House last year, is intended to protect residential areas, playgrounds, recreational facilities and schools.

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Television magazine says 301 advertisers bought sponsored programs on spot announcements on television in April. This represents an increase of 34 over March, adds the trade publication, and compares with only 36 advertisers one year ago.

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LEWIS ALLEN WEISS, OF DON LEE, RE-ELECTED CHAIRMAN OF MUTUAL

Officers and directors of the Mutual Broadcasting System were re-elected at a Board of Directors meeting held at the new Mutual-Don Lee studios at 1313 North Vine Street in Hollywood, with Lewis Allen Weiss, Vice-President and General Manager of the Don Lee Broadcasting System retained as Chairman of the Board and Edgar Kobak as President of the Mutual network.

Other officers include Theodore C. Streibert, President of WOR, as Vice-Chairman of the Board; and the following re-elected as members of the Board of Directors:

Willet H. Brown, Vice-President and Assistant General Manager of the Don Lee Broadcasting System; E. M. Antrim, Secretary-Treasurer of WGN and of the Chicago Tribune; H. K. Carpenter, Executive Vice-President of the United Broadcasting Co., WHK, Cleveland, Ohio; Chesser Campbell, WGN, General Manager, Chicago Tribune; J. R. Poppele, Chief Engineer and Vice-President of WOR; Thomas F. O'Neil, Vice-President of the Yankee Network, Boston; Benedict Gimbel, Jr., President of WIP, Philadelphia; J. E. Campeau, President of Essex Broadcasters, Inc., CKLW, Detroit; Linus Travers, Vice-President and General Manager of the Yankee network;

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APRIL SEES FURTHER RISE IN TV SET PRODUCTION

Television receiver production continued to climb during April and reached a new weekly average of more than 11,500 although the month's output fell below March because the latter covered five work weeks as against four in April, the Radio Manufacturers' Association reported on Monday (May 24).

April's production of 46,339 TV sets by RMA member-companies brought the total postwar output to 350,000 as of April 30. April's weekly TV set manufacturing rate was 28 percent higher than the weekly average for the first quarter of 1948.

Radio set production, including FM-AM receivers, indicated a seasonal decline during April totalling 1,182,473. FM-AM sets reported for the month numbered 90,635 to bring the postwar total to nearly 2,000,000.

Portables and auto sets continued to be turned out at a high level, but table models showed the sharpest seasonal drop.

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HOUSE TO START PROBE OF "VOICE OF AMERICA"

Chairman J. Edgar Chenoweth (R), of Colorado, said Monday, (May 24) his House expenditures subcommittee will ask the State Department soon to explain its "almost idiotic" Voice of America broadcasts. He said hearings may start late this week.

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TRUMAN HEARS PETRILLO TURN CONCERT INTO TAFT-HARTLEY BOO

Holding a trump card in the presence of President Truman at the free concert given in Washington last night (May 25) by the American Federation of Musicians out of the recording and transcription royalty fund of the Federation, James C. Petrillo took the occasion to pay his respects to the Taft-Hartley Act. Present were not only the President, but many members of his Cabinet, and probably the largest number of Senators and Representatives of both parties ever to attend a classical orchestral concert in the history of Constitution Hall. Usually their presence on such occasions is nil. The hall was packed and thousands of would-be attenders were turned away.

Mr. Petrillo said by way of encouraging the use of live music, helping unemployed musicians, furnishing music to veterans and other hospitals over \$1,736,000 will be spent from the royalty fund. He didn't say how this fund was raised.

Petrillo emphasized that under the Taft-Hartley Act, the royalty fund cannot be collected this year. Thus, what he called the Union's praiseworthy music appreciation program for 1948 can hardly be anticipated for 1949.

Then Mr. Petrillo, one of the few men who ever defied President Roosevelt and got away with it, turned towards President Truman's box and declared: "Despite the Taft-Hartley Act we will carry on to the end of the road wherever that may be."

As far as could be learned, WOL of the Mutual network was the only Washington station carrying the program. MBS recently announced it would carry the controversial Michigan Music Camps program despite the Petrillo ban.

Some talk was occasioned by President Truman's attending the concert as having a political angle - a play to the A. F. of M. affiliated with the A. F. of L. and to Petrillo who, along with John L. Lewis, is now recognized as one of the most powerful labor leaders of the country. A New York negro association had warned President Truman against attending the concert because of the restriction by the D.A.R. of the use of Constitution Hall by negro performers.

The concert was furnished by the National Symphony Orchestra augmented to 110 pieces and led by Hans Kindler. The players' regular fee came from the AFM royalty fund.

Petrillo had a big publicity break in a 4-column picture of himself with the President on the front page of the Washington Post prior to the concert.

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G.E. STARTS SHIPPING ITS LOWER PRICED TV MODEL

The General Electric Company announced last week that it has begun shipping the lowest-priced television receiver yet made by the company and the first to be made at the company's new Electronics Park plant in Syracuse.

The first shipment of the new set, a table model with a list price of \$299.50 in the East, went to the company's Buffalo, N.Y. distributor. Other shipments are scheduled soon to other television areas as the new receivers come off a production line established in Syracuse a few weeks ago.

Known as Model 810, the new receiver will use a recently announced 10-inch direct-view picture tube with an aluminum-backed fluorescent screen. This backing acts as a mirror which prevents loss of light and stray reflections inside the tube and thus greatly improves billiance and contrast of the pictures appearing on the tube's fluorescent screen.

G.E. intends to concentrate its receiver division production efforts here to meet the rapidly expanding market for television sets, it was said. Manufacturing facilities of the company's huge receiver building in Syracuse (one of nine buildings at Electronics Park and capable in itself of housing three football fields) will be devoted entirely to television set production by the end of the year.

The company expects television within the next five years to develop into a \$600,000,000 receiver sales business at retail value and to serve more than 40,000,000 people in the 140 principal U.S. markets.

Television broadcast equipment also is being made at Electronics Park for many new stations expected to be on the air this year.

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ROYAL TELEVISION AND RADIO CORPORATION FORMED

The formation of the Royal Television and Radio Corporation to produce both direct-view and projection television receivers has been announced by Irving Kane, television pioneer and President of Royal. Offices and production plant are located at 81 Willoughby Street, Brooklyn, New York.

Known throughout the television world as the producer of the first few thousand television sets in the post-war period, according to an announcement just received, Mr. Kane has as associates two television engineers. Jerome Bresson, who was senior engineer with United States Television and an electronic engineer with Naval Research Laboratories, is Vice-President. Edmond Sherman, Treasurer, has been a senior engineer with such leading firms as General Electric, Farnsworth, Hazeltine and United States Television.

The Royal plant has a capacity of 350 television sets a week. The Corporation occupies about 16,000 square feet and has a fully equipped production line with testing apparatus. The firm has its own wood-working plant.

Royal Television is set up to produce table models, consoles and consoles. Direct-view sets with cathode ray tubes as large as fifteen inches are scheduled as are projection television sets with screens ideal for home viewing. Cabinets have been designed to meet the requirements of the most discriminating for the finest in furniture.

Distribution of Royal Television sets will be made on a national basis. A coast-to-coast sales distribution system is being set up. Sample sets have aroused a wide buying interest among dealers and distributors.

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TELEPHONE RECORDER ORDER MODIFIED; TARIFFS EFFECTIVE AUG. 2

The Federal Communications Commission, on May 20, 1948, modified its order of November 26, 1947, concerning the use of recording devices in connection with telephone service, and further ordered telephone companies subject to the Communications Act to file tariff regulations governing the use of such recorders, to become effective not later than August 2, 1948.

The original order as modified, to be effective June 30, 1948, requires that the related automatic tone-warning device be furnished, installed and maintained by the company or other organizations responsible for furnishing the telephone service, and permits a greater variance in the frequency of recurrence of each signal produced by the warning device (once during every 12 to 18 seconds instead of once during every 12 to 15 seconds as had been proposed).

The November 26th order was to have become effective January 15, 1948, but this effective date was subsequently postponed to March 1, then April 1, then without date, to consider various petitions filed in the case, and to permit the holding of a public conference in April which considered certain questions presented by the petitioners.

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Management of the Philadelphia Inquirer's station WFIL have offered a \$2,500 reward for information leading to the arrest and conviction of saboteurs who on the night of May 16 cut telephone cables used to carry programs to the transmitter. The breakdown in service began with Walter Winchell's broadcast and continued for 11 minutes.

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NBC TELEVISION OPENS NEW WNBW-TV WASHINGTON STUDIO

Television program service from the largest and most modern television studio in Washington will start this week on Station WNBW. The National Broadcasting Company's Washington Director of Programs, George Y. Wheeler, announces that construction work is nearly complete at the new Wardman Park Hotel studio in the rebuilt hotel theatre. The theatre floor has been leveled, walls sound-proofed and air conditioning installed. Size of the studio will permit simultaneous rehearsal and televising of several video programs, giving the WNBW production staff the facilities needed for preparing a heavy schedule of programs to be aired on WNBW and transmitted by coaxial cable to the NBC television network stations in Baltimore, Philadelphia, New York and Schenectady.

The new studio has a 22-foot effective ceiling permitting a wide variety of lighting arrangements. Floor dimensions are approximately 85' x 50'. The soundproof fire curtain formerly used on the theatre stage may be lowered to provide a smaller studio separate from the main studio.

Included in the new facilities are offices for the WNBW business, technical, and production staff as well as dressing rooms for television performers. A studio control room and the WNBW master control room overlooking the studio with wide vision windows provide a variety of arrangements for coordination and direction of programs originating in the studio or being fed through the studio from field pickup points. WNBW has also put into use the first of two specially designed mobile units. This mobile unit, with permanent control units installed, may be effectively "plugged in" to the new WNBW studio to serve as an auxiliary video control room.

WNBW's facilities, now entirely contained within the Wardman Park Hotel include live studio facilities, film studio with both 16 and 35 mm. cameras, transmitter, field shop, staff offices and mobile equipment storage. The transmitter tower is also located on the Hotel grounds.

The new studio and new stage scenery already delivered or on order, gives WNBW the largest and most flexible television plant in the Nation's Capital, where three television stations are now operating.

Opening of program service from the Wardman Park studio gives the NBC television network the most modern studio plants at both ends of the New York-Washington coaxial cable network. NBC in New York recently began operations from Studio 8-G in the RCA Building, said to be the world's most modern and best-equipped video studio. Production floor space in 8-G in New York and the new WNBW plant is approximately the same.

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CONGRESS; OVERSEAS WRITERS SPEED CBS CORRES'T MURDER INQUIRY

Senator Henry Cabot Lodge, Jr. (R), of Massachusetts, asked the State Department Sunday (May 23) for full information on the death of George W. Polk, American radio correspondent of the Columbia Broadcasting System, murdered in Greece.

In a letter to Secretary of State George C. Marshall, he said, "it is of the utmost importance that the American people be acquainted with all of the facts in this tragic case.

Last week a committee of newspaper and radio representatives was appointed from Overseas Writers in Washington, an organization of correspondents with foreign experience, to seek to "uncover the whole truth" concerning the death of Mr. Polk, whose body, trussed-up and with a bullet wound in the back of the head was found in the harbor of Salonika Sunday, May 16.

This week, Representative George G. Sadowski (D), of Michigan, demanded a Congressional investigation of the murder of Mr. Polk.

Saying he understood Mr. Polk had been at odds with the Greek Government and had been looking into its use of U. S. reconstruction funds, Mr. Sadowski added: "If, as reported, Polk had uncovered information that the Greek Government did not want to get out, then Congress, which voted for all this money, has a right to know what is going on."

In a resolution the Executive Committee of Overseas Writers said, "the murder of Polk while carrying out his duties as an American reporter in a foreign country is of grave concern to American writers."

Ernest K. Lindley of Newsweek magazine, President of the organization, announced the members of the Committee of Inquiry. It is headed by Walter Lippmann, columnist for the New York Herald Tribune Syndicate.

The Committee will call on Secretary of State Marshall, Dwight P. Griswold, Chief of the American Mission for Aid to Greece, who is now in Washington, and the Greek Ambassador in Washington. It will also receive evidenced "submitted from any other sources".

Members of the Overseas Writers Committee of Inquiry, in addition to Mr. Lippmann are: Phelps Adams, Chief, Washington Bureau, New York Sun; Morgan Beatty, commentator, National Broadcasting Company; Marquis Childs, columnist, United Features Syndicate; Elmer Davis, commentator, American Broadcasting Company; Peter Edson, columnist, Newspaper Enterprise Association; Robert Elson, chief, Washington Bureau, Time and Life; Benjamin M. McKelway, editor, Washington Evening Star; Eugene Meyer, Chairman of the Board, Washington Post; Relman Morin, chief, Washington Bureau, Associated Press; James Reston, New York Times; Albert L. Warner, Chief, Washington

News Bureau, Mutual Broadcasting System; Lyle C. Wilson, Chief, Washington Bureau, United Press.

Ex officio members are Mr. Lindley, Joseph C. Harsch, news analyst, Columbia Broadcasting System, Secretary of Overseas Writers; Paul Wooton, New Orleans Times-Picayune, Treasurer of Overseas Writers.

A eulogy of George Polk has been placed in the Congressional Record by Representative Walter B. Huber of Ohio.

"Mr. Speaker, I have learned with great sorrow of the death of George Polk," said Representative Huber of the veteran correspondent and former Naval aviator. "He was a first rank reporter in the best tradition of the American newsgathering profession - fearless, fair, honest and untiring. At the age of 34, Mr. Polk already had lived much and had won for himself a distinguished reputation.

"One more name has been added to the casualty list of those who bring us the news from remote sections of the world. Although his voice will not be heard in the future, his deeds will be remembered. He continued to serve his country, even though he no longer wore the uniform of the armed service."

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RCA INTRODUCES NEW SMALLEST AND LIGHTEST FIELD INTENSITY METER

A new portable field intensity meter, the smallest and lightest unit of this type yet developed, was introduced last week by the RCA Engineering Products Department at the annual convention of the National Association of Broadcasters at Los Angeles.

The meter (RCA Type WX-2A) weighs approximately 12-1/2 pounds (with batteries) and is 12 x 8 $\frac{1}{2}$ x 5 $\frac{1}{2}$ " in size. It provides direct readings, making it unnecessary to use correction factors or charts, or make computations of any kind.

The new instrument contains a built-in calibrating oscillator which operates from separate batteries contained within the unit. Especially adapted for field use by broadcast engineers and consultants, the meter makes it possible to obtain measurements over a wide range, from 10 microvolts per meter to 10 volts per meter in the standard broadcast band (540 to 1600 kc.)

Because of its extreme portability, the device is particularly useful in making measurements in rough terrain where a field truck cannot be driven. It can also be used by stations for periodically checking the nulls of their directional transmitting pattern.

A highly efficient, unbalanced loop antenna is an integral part of the cover of the meter. The unit employs ordinary flashlight cells to supply filament voltages, and a 67 $\frac{1}{2}$ volt battery of the size in common use in midget portable radios. It has facilities for checking its own battery voltages.

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MICROWAVES TO LINK I. T. & T.'S TELECOMMUNICATION NETWORK

A telecommunication network encircling the globe and bringing nearer to reality the concept of "one world", was envisioned last week by E. M. Deloraine, Technical Director of International Telephone and Telegraph Corporation. Mr. Deloraine's forecast was made at a press demonstration of I. T. & T.'s newest contribution to the advancement of communications - a 300-foot, aluminum-sheathed tower built to enable electronic engineers to probe deeper into the mysterious realm of microwaves. The tower was opened for inspection by Federal Telecommunication Laboratories, research Unit of I. T. & T. at Nutley, New Jersey.

"Through the use of microwave links which will make it possible to transmit television programs over great distances with fidelity, events in distant parts of the world can be brought within range of the American living room", Mr. Deloraine said. "Telephone and telegraph circuits also can be increased to meet the expanding requirements of the future."

Mr. Deloraine stated that it would be possible eventually to establish main arteries of communication which, when inter-connected, would serve as the basis for a combined world television, telephone and telegraph network. These microwave links, he explained, may be found by experience to be adapted, more than coaxial cables, to the difficult task of spanning great distances in comparatively undeveloped regions. They require partly attended repeater stations only every 30 miles or so, instead of a continuous right-of-way for a cable, with repeaters every seven or eight miles.

The microwave tower, last word in research laboratories, was visited by more than 50 newsmen. In compact laboratory rooms 30 stories above the surrounding suburban landscape, visitors witnessed a variety of high-frequency radio developments, including the first public showing of two-color radar - an electronic advance intended to simplify the reading of radar indicators used in commercial airport traffic control as well as in military detection systems.

An integral part of the ultra-modern laboratory building, the tower was designed to provide the highly exacting conditions required for research in the higher frequencies of radio waves. Although the tower was completed only a week ago, research has already been undertaken on improved television, multi-channel communication links (a system of transmission in which a number of telephone conversations are beamed simultaneously), FM mobile communications systems and radar aids to aerial navigation.

Inspection of the tower was preceded by a visit to the museum atop the I. T. & T. building at 67 Broad Street, where newsmen were shown the original apparatus used by I. T. & T. scientists in sending the first successful microwave telephone transmission across the English Channel in 1930. Another group, composed of aviation writers, was taken to I. T. & T.'s experimental hangar at Westchester County Airport in Rye Lake, N.Y., where they were given a flight-demonstration of recent developments in the field of radio aids to

aerial navigation aboard the company's "flying laboratory", a converted DC-3. Then, navigating by radar on the Nutley tower and in constant radio communication with laboratory engineers, they were flown to the Teterboro Airport for transportation by automobile to Nutley.

Another of I. T. & T.'s wartime developments was the SCS-51, or instrument landing system, adopted by the Army and now being manufactured in quantity for airports throughout the world by the Federal Telephone and Radio Corporation, an I. T. & T. associate.

Today, new and improved landing systems are undergoing intensive development to meet the demands of both military and civilian agencies. At the Westchester Airport laboratories, a number of ingenious aids to aerial navigation are being perfected at the request of the Army Air Forces and other military establishments. In these, as in subsequent experiments in the microwave region, the facilities offered by the new microwave tower in Nutley, it was indicated, should prove a decided asset.

Colonel Sosthenes Behn, President of I. T. & T., welcomed the visitors at luncheon, and H. H. Buttner, President of Federal Telecommunication Laboratories, traced the history of towers down the ages, stressing their role in the advancement of communications.

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NBC'S EAST-WEST COAST TV TO BE LINKED BY NEW KINESCOPE RECORDER

East and West Coast television of the National Broadcasting Company will be linked by the recently-developed kinescope recording system, which for the first time makes delayed telecasts practical.

This announcement was made last Friday from Hollywood by Niles Trammell, President of NBC, after a two-week visit to the West Coast.

Kinescope recordings on film, made directly from the tube of a television receiver, can be flown to stations not interconnected by coaxial cable or microwave relay. This system will be premiered next month when Life Magazine presents highlights of the national political conventions on the NBC Television network.

"Coast-to-coast television becomes a reality with kinescope recordings, despite the fact that actual network facilities will not be available for some time", Mr. Trammell pointed out. "National advertisers can be assured of coverage in every city where NBC now has its own affiliated stations."

KNBH, NBC's television station in Hollywood, will be in operation by Oct. 1 if construction can be completed by that date. The transmitter now is being built on Mt. Wilson, and Studio F in the Hollywood Radio City is being converted into a television studio. In addition to live programs, KNBH will be equipped to telecast 35 mm or 16 mm. film and slides, which can be integrated with live studio programs or remote pickups.

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TELEVISION A CHALLENGE TO MOVIES

The prospective development of television within the next five years may call for Hollywood to triple or quadruple its output of motion pictures.

This prediction was made last week by W. W. Watts, Vice-President of the Radio Corporation of America, and Director of its engineer products division, at the National Convention of the Society of Motion Picture Engineers, according to the New York Times.

Addressing 700 delegates, Mr. Watts appraised as "highly problematical" the possible lines of television development as far as public exhibition was concerned.

"Will theatre interests outbid broadcasters for certain outstanding events? Will the public want separate television theatres? He asked.

"These are a few of the programming questions that experience alone, will answer. Such questions and a host of others must indeed make these soul-searching days in the motion-picture industry. These questions must be faced - now", Mr. Watts warned.

Sketching the potential growth of television, he projected a parallel with sound broadcasting. Today, he added, there are about 2500 AM and FM stations on the air, of which 1,200 are affiliated with the four major networks.

While there are now only twenty-six television stations operating, with construction permits granted for sixty-eight more and 219 others vying for the remaining 135 possible channels, he continued, projected channel revision by the Federal Communications Commission would make possible 953 stations in 456 cities, with an audience that could grow to equal the estimated 66,000,000 radio sets now in 37,000,000 homes

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LIQUOR ADS BILL TABLED BY COMMITTEE

The Senate Interstate Commerce Committee voted 6 to 5 last week to table pending legislation which would regulate the advertising of alcoholic beverages over the air and in the press.

The setback is tantamount to killing a bill since it will die with this Congress. If reconsideration is sought at this session, it would take a two-thirds vote of the committee for further action.

The Committee originally held hearings last May on S-265 by Senator Arthur Capper (R), of Kansas, which would completely outlaw all liquor and beer advertising. When this was found by the Committee to be "impracticable", Senators Clyde A. Reed (R), of Kansas and Edwin C. Johnson (D), of Colorado, set out to draft more moderate substitute legislation.

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 ::: SCISSORS AND PASTE :::
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The Dewey-Stassen Political Debate
 (Jack Gould, "New York Times")

The radio program of the past week clearly was the debate between Gov. Thomas E. Dewey and Harold E. Stassen on the subject of controlling communism. The lively if indecisive pro and con between two of the Republican candidates for President was far and away the most arresting political broadcast in many a day, one which conceivably could be copied with profit for the voter during the formal campaign this Summer.

Though the art of debating is widely attempted in one way or another on the radio - the Town Meeting of the Air and the other discussion programs are close kin of the basic form - the Dewey-Stassen engagement was the first face-to-face verbal tilt to be tried on the radio by major political figures running for the nation's highest office. Regardless of how each of the participants may have viewed the program's success, the voting listener certainly had his full hour's worth.

The main advantage of the debate as compared with the average political broadcast was that for the most part it kept away from maddening generalities and dealt with a specific issue, in this case whether communism as such should be outlawed. For once at least the listener could hear consecutively and immediately the contrasting views of two principal candidates and could decide for himself whether each participant had spoken to the points which the other had raised.

More particularly, the Stassen-Dewey debate had the personal equation so often lacking in the formal radio address read from a prepared handout. The listener could hear for himself the professional if not too subtle niceties of the rough and tumble give and take of politics.* * * * *

The debate did accomplish what the routine political speech seldom does. It had the nation's listeners themselves discussing the problem and, more concretely, discussing whether Mr. Stassen or Mr. Dewey was right. Last Monday radio showed how it could give new import to the old tradition of open political debate. Now it can only be hoped that candidates will give broadcasting further opportunity to fulfill that educational role.

Purely radiowise, the improvement in Governor Dewey's personality on the air was most marked. He has broken off from the sing-song rhythm once so suggestive of Lowell Thomas' delivery and he has acquired greater naturalness, poise and confidence. Mr. Stassen could afford to be a little more careful not to drop final consonants.

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CBS To Buy Remainder Of KQW If FCC Approves
 ("Washington Star")

A hint as to the reasons behind the apparently sudden decision of the Columbia Broadcasting System to sell a majority interest in WTOP to the Washington Post is contained in another announcement just received from the network. This is a report that CBS, which

owns 45 per cent of KQW in San Francisco, has arranged to purchase the remaining 55 per cent interest, subject to the usual FCC approval, of course.

San Francisco seems to be considered a valuable market in the radio trade. CBS, according to report, wanted to buy KQW once before, but supposedly was refused permission by the FCC. It apparently would rather own KQW than WTOP.

Television licenses in the San Francisco area also are plums, being sought by the broadcasters, FCC hearings on TV applications starting tomorrow out there. While network ownership of AM stations seems to be limited by a "gentleman's agreement", FCC has, or had when we last looked, a limit of five on the number of television stations a network is permitted to own. CBS wants a TV license in San Francisco and wouldn't want a Washington application to stand in the way of getting it.

CBS could be an unhappy network if the FCC refused the San Francisco transaction and allowed the local one. That wouldn't win the FCC any prizes for consistency, though.

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Those Radio Awards
 ("Variety")

The following letter, written by a network executive who prefers to remain anonymous, is a reflection of the mounting feeling in the trade against the multiplicity of awards in radio.

New York.

"Editor, Variety:

An honored practitioner of the craft of broadcasting often wonders, these days, what the awards are really worth.

They've become so numerous, so obviously more gainful to the givers than the getters, so patently and crudely instruments of public relations for the donors, that the receiver feels insignificant and lost in the shuffle. And - if he's honest with himself - he must also feel deprived of the emotional rewards which might be his if radio's so-called prizes were important, honest and meaningful gestures.

Radio's present "system" of recognizing creative excellence is anarchy pure and simple. There are too many awards. There are too many organizations self-appointed to bestow awards, whose chief objectives are not the betterment of broadcasting, but free newspaper space and radio time to promote their own limited aims. * * * *

It is foolish of broadcasters to have permitted so many outside organizations to usurp a function which by all rights belongs to the men and women working in radio and television. It is unwise for the industry to have catered to groups which value their own promotional interests far more than the interests of better radio. And, finally, it is high time for the industry, out of respect for its most gifted craftsmen, to establish a fair and representative apparatus of its own for recognizing and rewarding its top-drawer talent.

A few years ago, there was talk in the trade about a Radio Academy, designed primarily to establish annual awards in all categories of programming and program crafts. It was suggested that a system could be devised by which winners would be selected and voted upon by all the men and women of radio, through fairly weighted ballots. That discussion needs to be revived now. Broadcasters must begin to work together to develop a plan analagous, though not necessarily similar, to the Motion Picture Academy.

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 ::: TRADE NOTES :::
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Radio Station WNAX, Yankton, South Dakota, announces the appointment of Robert B. Donovan as Promotion Manager. A native of Massachusetts, Mr. Donovan went to WNAX from WLS, Chicago, where he was Assistant Sales Promotion Manager. During the war, Mr. Donovan served as Chief Specialist in Navy Public Relations, both in Washington, D. C. and Chicago.

Radio-Keith-Orpheum Corporation reported consolidated net earnings of \$5,085,848 for 1947, equal to \$1.30 a common share, compared with \$12,187,805 or \$3.17 a share, in previous year.

The Veterans Administration has announced this week that over 65,000 World War II veterans are training for occupations in the radio and communications field under the G.I. Bill. Nearly all the veterans are enrolled in educational institutions. About two-thirds of them are taking courses in radio and television mechanics, 17,557 in general radio and communications and the remainder taking courses in radio operation, telegraph operation, telephone and allied fields.

Paul Miller, former Washington correspondent who headed the Washington Associated Press Bureau before joining Gannett interests, has been appointed Executive Director of radio and television operations which is in addition to his other executive duties. For the past year he has been assistant to Frank Gannett, President of the Gannett newspapers and stations.

Retention of Class A evening hour base rates, deletion of the dollar volume discount, and rate adjustments in certain time segments, are the salient points of the new Rate Cards of four of seven Columbia-owned stations mailed yesterday (May 25) to advertising agencies and clients. An explanatory letter from Carl J. Burkland, General Sales Manager, Radio Sales, Radio Stations Representative, CBS, accompanied the Rate Cards. The new Rate Cards, effective June 1, are for Columbia-owned Stations WCBS, New York; WEEL, Boston; WCCO, Minneapolis-St. Paul; WTOP, Washington, D. C.

The 1948 home football games of Northwestern University will be telecast exclusively by WGN-TV, it has been announced by Frank P. Schreiber, Manager of WGN, Inc. The five home games will be picked up from Dyche Stadium in Evanston through WGN-TV's mobile remote facilities and will be described by Jack Brickhouse, sports service manager and broadcaster of WGN-TV.

Ernest H. Martin has submitted his resignation as Director of Network Programs, Hollywood, for the Columbia Broadcasting System, effective June 15. He is to be succeeded by Harry S. Ackerman, CBS Executive Producer in New York.

Among those residents of River House, one of New York's most luxurious residential buildings, who face loss of their apartment as a result of a sale and reconstruction plans, is Niles Trammell, President of the National Broadcasting Company.

Guests at the Shoreham, Raleigh, Hamilton, Hotel 2400 and the Broadmoor in Washington, D. C., may rent mobile television sets for their rooms at \$2.00 per day. The Statler is expected to add the service soon. The television unit consists of a standard Motorola or Philco 7-inch screen set, with antenna built into a table. Each hotel has an antenna especially designed for its location and installed by the Television Research Co. of Washington.

Ben H. Rice, formerly Sales Manager of the Radio Division of General Electric Company and Philco Radio Corporation, has been appointed Sales Manager of Tele-King Television Corporation. He will direct nation-wide distribution of sales of Tele-King television receivers.

Thirty of the 100 Philcos given each year to Veterans Hospital Programs on Memorial Day as one of its activities, will be distributed to two veterans' hospitals as part of the Memorial Day observance on the ABC broadcast of the Breakfast Club on Friday, May 28, the program originating in Chicago.

According to Jerry Klutz of the Washington Post, the State Department is trying to hire Mefford Runyan, a former Columbia Broadcasting executive, for a top job in its Voice of America radio programs

A portable television set, priced to sell for less than \$100, is slated to hit the market about June 7th. It's to be manufactured by Pilot Radio Corp., Long Island City, New York. The new set is expected to mark the first step in the industry to bring TV receivers down to the pocketbook level of the mass buying public. It will have only three-inch screen, about half the size of the smallest receiving tube in use, and if public acceptance is successful, it's expected other manufacturers will have to cut prices.

Outstanding aspect of the Pilot receiver, in addition to its price, is the fact that it requires no special installation and will work without an antenna.

The newspaper whose bulletin board announced the first news of the Battle of Gettysburg during the Civil War, the Washington, D.C. Evening Star, will be saluted by Gabriel Heatter during his Mutual network broadcast of the "Behind The Front Page" program on Sunday, May 30 (7:30 to 8 P.M., EDT). Mr. Heatter, as the editor telling the stories "behind the front page", will also point out during the program that the Evening Star was first published in 1852 and that President Abraham Lincoln's original manuscript for his second inaugural address provided the reportorial "notes" from which the Star published its accounting of the event the next day.

The appointment of E. C. Bonia as General Sales Manager for Radio and Television was confirmed Monday by W. P. Hilliard, General Manager, Bendix Radio Division of Bendix Aviation Corporation.

Austin E. Joscelyn has been appointed Director of Operations of KNX, Columbia-owned station in Los Angeles, D. W. Thornburgh, CBS Vice President in Charge of the Western Division has announced. Mr. Joscelyn formerly was Manager of WBT, Charlotte, N.C., and of WCCO, Minneapolis-St. Paul, CBS affiliate and owned stations respectively.

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