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INDEX TO ISSUE OF JUNE 2, 1948

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JUN 4 1948

NILES TRAMMELL

Truman Will Meet The Folks; Radio Will Give Him Big Lift.....	1
Kobak Says FM Duplication Of AM MBS Programs Up To Stations.....	2
Radio News Men Now Eligible For Press Club.....	3
RCA To Install Ultra-High Frequency TV Station In Washington.....	4
FCC Chairman Will Receive Honorary Degree.....	5
Oral Argument Scheduled Re Time Reservation In Station Sales.....	5
If FCC Lady Escapes The G.O.P. Squeeze She May Be Confirmed.....	6
WSB, Atlanta, Gives Facsimile Demonstration.....	7
Relay League, Radio Club Will Conven.....	7
NBC Offers To Lease Foreign Facilities To Gov't For \$1-A-Year....	8
Dormitory For War Children Dedicated In George Polk's Memory....	11
Sen. Tobey And Mrs. Rabenhorst Married.....	11
85th Anniversary Observed Of Founding Of Army Signal Corps.....	12
FCC Revises Sunrise And Sunset Time Table.....	12
RMA And NAB Awarded Trophy In "Voice Of Democracy" Contest.....	12
Scissors And Paste.....	13
Trade Notes.....	15

No. 1827

Q-1A

June 2, 1948

TRUMAN WILL MEET THE FOLKS; RADIO WILL GIVE HIM BIG LIFT

Admittedly President Truman's biggest asset is his fine friendly way of meeting people and winning them completely. That, of course, is the object of his coast-to-coast trip just getting under way. His next trump card will be radio for the main speeches from Chicago, June 4; Omaha, Nebr., June 5; Seattle, Wash., June 10; Berkeley, Calif., June 12, and Los Angeles, June 14.

The big broadcasts will cover a wide variety of subjects, ranging from displaced persons to the American foreign policy. They are expected to include Mr. Truman's views on reclamation and conservation, defense, public power and other items.

Congress will be in session, and its members will bang back by radio for and against the presidential pronouncements. It will be a sounding board and Congress will use radio in a sort of long distance debate.

President Truman's tussle with the radio would make a story in itself but every one will surely agree that under the splendid guidance of Leonard Reinsch, one of the radio industry's top broadcasters, the President has not only improved immeasurably as a speaker but has really developed a style of his own. There is a man-to-man appeal - a sincerity - and even a pathos in his voice, as was so evident in Mr. Truman's address from Arlington last Memorial Day. It was probably the shortest presidential broadcast in the history of radio but it was unquestionably one of the best.

President Truman would probably be among the first to tell you that he has learned a lot about public speaking from the radio. And don't think he will not use this to the very best advantage on the current trip to the Coast.

The special presidential short-wave radio baggage car built by the Army during the war and recently rebuilt, is being used on the journey to the West Coast. The car has been equipped with the latest and best loudspeaker system the Army's Signal Corps could supply. It was installed at the big Signal Corps depot at Avon, near Lexington, Ky., as a hush-hush job.

The new equipment replaces an old speaker system which the late President Roosevelt used on his train trips. It presumably is better.

With this latest loudspeaker apparatus on hand, Mr. Truman will be able to reach as many persons with his voice as the local Democratic organizations can assemble at train stops.

The car will be a press and radio room on wheels with tables running down either side for typewriters and equipped with loud speakers to bring the voice of the President into the car. Some correspondents will have their own wire recorders.

The President will travel in his private car, the Ferdinand Magellan, a luxurious one built for the use of Presidents by the Association of American Railways in 1942. It has been equipped with a special public-address system so that large crowds will be able to hear the President in his rear-platform talks.

Since the President's trip comes so close to the Republican National Convention, which opens in Philadelphia June 21, many of the reporters will leave the train in Oregon or California and fly back East.

The President, Dewey Long, White House transportation officer said, has made fewer than 15 trips by railroad since he assumed office, as against 399 by the late Franklin D. Roosevelt. His only long journey over the rails was the one last June to Canada.

All of Truman's other long trips have been by plane or aboard warships or the yacht Williamsburg.

The White House took new steps Tuesday (June 1) to make a "non-political label stick to the President's Western trip.

For weeks, according to the United Press, it has been expected that key figures of the Democratic National Committee would accompany Mr. Truman, but the White House announced yesterday that only the President's immediate staff will be with him on the long cross-country trip which is to start Thursday night.

Mr. Truman will be accompanied by his two secretaries, Matthew J. Connelly and Charles G. Ross; Clark M. Clifford, counsel to the President; Charles Murphy, Administrative Assistant; Brig. Gen. Wallace Graham, the White House doctor, and the presidential military, naval and air aides.

At one time, Senator McGrath (D), of Rhode Island, Democratic National Chairman, expected to make the trip. He sat in on a number of conferences with the President involving the proposed itinerary. Mr. Ross said yesterday, however, that Mr. McGrath will not go. He gave the same answer when questioned about John M. Redding, Publicity Director for the Democratic National Committee, who at one time was reported in party circles as scheduled to make the trip as an observer.

Mr. Ross repeated that the White House attitude toward the trip is non-political. He emphasized that none of the President's five major speeches or his back platform appearances would be under political auspices.

"This trip just grew", Mr. Ross said, pointing out that originally the President had planned just one speech - at the University of California at Berkeley - on June 12. Later, he said, other stops were added in response to invitations.

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KOBAK SAYS FM DUPLICATION OF AM MBS PROGRAMS UP TO STATIONS

Edgar Kobak, President of the Mutual Broadcasting System, has announced, following the annual meeting of the Mutual Board of Directors in Los Angeles that, after a review of its policy with respect to the duplication by affiliates of AM programs over FM facilities, Mutual had decided that its affiliates should have complete freedom to duplicate any or all of the network programs on their FM stations.

"Mutual does not believe there is any necessity for forcing its affiliates with FM stations to carry every commercial AM show or none at all," said Mr. Kobak. "In some instances I am sure that any such restriction would work a hardship upon the affiliates, particularly so if their FM facilities are operating on a shorter schedule than their AM."

"We think that each individual station will voluntarily give our advertisers an even break, and it is definitely our feeling that station managers will be able to program their FM schedules much more advantageously if they are allowed more latitude. We feel confident that the resultant better-balanced programming will be of much greater benefit to the listeners and all concerned than the scheduling which might otherwise result, and we believe that our policy will be helpful in furthering the development of FM."

The policy will, Mr. Kobak added, be necessarily subject to review from time to time.

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RADIO NEWS MEN NOW ELIGIBLE FOR PRESS CLUB

The National Press Club membership voted in special meeting last Friday to welcome radio press writers into the fold.

Unanimous consent on the proposed amendment to the NPC constitution was announced last Friday night by Truman S. Felt, Press Club secretary. A preliminary survey, Mr. Felt said, showed that 30 to 35 such writers in this area are eligible to apply for club membership.

The amendment makes membership open to "those whose principal work involves the gathering, writing or editing of news for dissemination by radio, television or facsimile."

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Britain's telecommunications research center at Great Malverne, England, is developing a hand radar set which in future years may "enable the blind to see." Supply Minister G. R. Strauss, speaking at an exhibition at the research establishment last week, said that with the set a blind person could cross a busy street safely.

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RCA TO INSTALL ULTRA-HIGH FREQUENCY TV STATION IN WASHINGTON

Plans for a new exploration of radio frequencies above 500 megacycles as a medium for the expansion of television broadcasting were announced last week by Dr. C. B. Jolliffe, Executive Vice-President in Charge of RCA Laboratories, as the Radio Corporation of America applied to the Federal Communications Commission for the necessary license to proceed with the new experiments.

"Results of the tests", Dr. Jolliffe said, "should provide further information on the problems involved in the development of television on frequencies above 500 megacycles, and if successful will be a major contribution to the expansion of this service to the public."

The new experimental station will be installed at the Wardman Park Hotel in Washington, location of the National Broadcasting Company's commercial television station, WNBW. The simultaneous operation of these two stations on 67 megacycles and 510 megacycles, Dr. Jolliffe pointed out, will give engineers an opportunity for the first time to compare the service possibilities of ultra-high frequencies with those of the present lower-band commercial frequencies.

Should these new experiments reveal that expansion of television into the ultra-high frequencies is practicable, a simple and inexpensive adapter can be provided for present television sets. Such a device will enable these sets to receive programs broadcast on the higher frequencies, as well as on the present television wave-band.

Transmitting equipment for the tests has been completed, Dr. Jolliffe said, and installation will begin as soon as the FCC authorizes construction. It is expected that tests will commence about September 1, 1948.

The Washington experiment is a continuation of a long-range research program of RCA Laboratories to determine the usefulness of ultra-high radio frequencies for television, Dr. Jolliffe said. In the past, he continued, RCA has carried out tests on 288 megacycles, 500 megacycles, and 910 megacycles, but the Washington project will be the first to be conducted with television programs produced by an existing commercial station.

With numerous other services seeking additional frequencies, Dr. Jolliffe said, the only part of the spectrum in which additional channels for television can be found is between 475 and 890 megacycles which already has been set aside by the Commission for future development of television. Little is known of the characteristics of these frequencies as a medium for television signals, hence it is necessary to carry out comprehensive tests such as those now planned by RCA and NBC to determine how the frequencies can best be utilized to provide maximum service to the public.

In Order to conduct complete field-test comparisons with the low-band (67 mc) transmissions of WNBW, RCA Laboratories will design simple converters for the use of engineers and other observers. These devices, when attached to standard television receivers, will make it possible to compare the reception of programs as they are transmitted simultaneously on both low-and-high-band channels, thus affording a constant check on the transmission characteristics of the two bands.

The transmitter will produce an effective radiated power up to 25 kilowatts. With this power, engineers can make field strength surveys of a 500-megacycle broadcast service under all conditions of urban, suburban and rural areas, and over all kinds of terrain, an accomplishment heretofore not possible.

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FCC CHAIRMAN WILL RECEIVE HONORARY DEGREE

Wayne Coy, Chairman of the Federal Communications Commission, will deliver the principal address at the commencement exercises of the College of Music of Cincinnati tomorrow night (June 3). As a concluding formality of the ceremonies the College of Music will confer upon him the honorary degree of doctor of music.

The Board of Trustees invited Mr. Coy to the seventieth anniversary commencement of the college because of the historical significance attached to the occasion which marks the first graduation of a radio class receiving the Bachelor of Fine Arts in Radio Education, a degree authorized by the Department of Education of the State of Ohio in October, 1946.

The Radio Department of the College of Music has pioneered a successful course during the past ten years under the direction of Uberto T. Neely, who has developed a rigorous curriculum which is taught by a faculty drawn from the staffs of WLW and WSAI, the University of Cincinnati and the advertising and radio departments of Proctor & Gamble, according to the Cincinnati Times-Star.

Since its inception the Radio Department has been encouraged and assisted by James D. Shouse, President of The Crosley Broadcasting Corporation and a member of the Board of Trustees of the college. In 1941 the destiny of the department was assured by the gift of the Henrietta Billing Studios by Mrs. Helene V. B. Wurlitzer, also a member of the Board. Enrollment has constantly increased and currently 100 students are engaged in pursuing the RFA courses.

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ORAL ARGUMENT SCHEDULED RE TIME RESERVATION IN STATION SALES

The Federal Communications Commission scheduled Oral Argument for June 28, 1948, on its proposed rule making of April 14, 1948, concerning special rules relating to contracts providing for reservation of time upon sale of a broadcast station. Comments filed by interested parties prompted the order.

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IF FCC LADY ESCAPES THE G.O.P. SQUEEZE SHE MAY BE CONFIRMED

If Miss Frieda B. Hennock, New York lawyer and Democratic party worker, first woman ever to be nominated to the Federal Communications Commission, is not ear-marked by the Republicans in their plan to hold up the confirmation of the major appointees until after election, there seems to be a chance of her confirmation despite grumbling at so obvious a political appointment, and Miss Hennock reportedly having said that the nearest she has come to a radio is listening to it. Miss Hennock, in addition to her unquestioned ability as a lawyer, it seems has distinguished herself for her success in passing the hat for political contributions in the campaigns of Mayor O'Dwyer of New York City and President Roosevelt. In return, she has had the personal blessings of His Honor and Boss Edward J. Flynn of the Bronx.

All of which is not expected to help her much with the Republicans on Capitol Hill, especially at this time when their aim is to keep open as many major governmental posts as possible until next year in the belief that a Republican President, if one is elected in November, should have the privilege of filling them.

Through a tacit understanding among Senate committee Chairmen, the policy has been partly in effect for some time. It was re-emphasized by the Senate Republican Policy Committee at a meeting last Saturday with the probable result that the Senate will confirm few of President Truman's appointments from now on.

A secondary consideration in Saturday's determination, according to members who attended the closed meeting, was the lack of time for adequate committee hearings on appointments before June 19, the goal for adjournment.

As a precedent for the policy, Republican leaders dug up the record of the Senate in 1932, the last year of Republican President Herbert Hoover's term. It showed that 1,727 of Mr. Hoover's 2,903 appointees went unconfirmed. Then the Senate was composed of forty-five Republicans, forty-seven Democrats and one Farmer-Laborite.

Now pending before Senate Committees are more than 1,000 civilian appointments, all except about 200 of them for various post-masterships.

Among the other appointments likely to be held up, in addition to that of Miss Hennock, are Thomas C. Buchanan of Pennsylvania to the Federal Power Commission; James Boyd of Colorado to be Director of the Bureau of Mines, and Richard B. McEntire of Kansas to the Securities and Exchange Commission.

If the Republican lid has not been clamped down, the nomination of Miss Hennock is following the routine of other appointments. Having been referred to a subcommittee of three of the Senate Interstate Commerce Committee - Senators Brewster, Maine; Capehart, Indiana, Republicans, and Johnson, Democrat, of Colorado, the nomination is being considered by them, and their recommendations will be

referred back to the main committee of which Senator Wallace White (R) of Maine is Chairman. The Committee meets tomorrow (Thursday, June 3) in full session but at this writing and upon checking at the Capitol, it does not look as though Miss Hennock's name will be brought up for confirmation - but then, almost anything can happen.

There is not really much rush about confirmation as the term of FCC Commissioner Clifford Durr, whom she succeeds, if named, will not expire until the end of this month. The National Conventions, however, are putting a lot of pep into things on the Hill. Should the Senate Committee, for party reasons, decide to block the nomination for this session, it is believed President Truman would give Miss Hennock a recess appointment. She could then serve on the FCC until the next Congress convenes in January. Once the new Congress meets, however, the interim appointment will expire and a new nomination (or renomination) would be made for the full seven-year term.

Then Miss Hennock's fight would have to begin all over.

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WSB, ATLANTA, GIVES FACSIMILE DEMONSTRATION

A display of the facsimile transmitter of WSB, Atlanta, electric typewriters and home recorder units was installed in the lobby of the Atlanta Journal last week for a public viewing.

WSB, of which J. Leonard Reinsch, General Manager of Governor Cox's broadcasting stations in Atlanta and other cities, and the Journal, with which the Georgia station is affiliated in ownership, published complete facsimile editions of the newspaper. Walter Paschall, WSB news editor, was on hand to answer queries of spectators.

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RELAY LEAGUE, RADIO CLUB WILL CONVENE

The Washington Radio Club and the Amateur Radio Relay League, Atlantic Division, will hold a convention this week-end, beginning with registration at 9:30 A.M. on Saturday at the Hotel Statler.

The all-day meeting Saturday, June 5th, will include operational activities and technical sessions.

On Sunday, the amateur radio groups will continue their program with a transmitter hunt, and visits to stations of local "hams", the Red Cross emergency station, Naval Reserve station at the Naval Gun Factory and the WTTG television station.

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NBC OFFERS TO LEASE FOREIGN FACILITIES TO GOV'T FOR \$1-A-YEAR

In order to achieve maximum security and efficiency in the Government's short-wave broadcasting operations, Congress itself must step in and put an end to the present divided responsibility for their conduct, Charles R. Denny, Vice-President and General Counsel of the National Broadcasting Company today (June 2) advised the nation's law-makers.

Congress must establish a definitive policy for the conduct of short-wave broadcast operations of the United States, Mr. Denny asserted.

"In the final analysis", Mr. Denny said, "there are two basic alternatives. The first is to re-establish complete private operations. The other alternative is complete government operation. Congress must choose between them."

Mr. Denny offered to Congress recommendations by Brig. Gen. David Sarnoff, President of the Radio Corporation of America and Chairman of the Board of the National Broadcasting Company, that all international broadcasting operations be unified in a Government controlled foundation or in one of the departments of the Government. These recommendations were first made by General Sarnoff to Secretary of State Cordell Hull in 1943 and again to Secretary of State Marshall on May 5, 1947.

"If this were done, the National Broadcasting Company", he revealed, "is prepared to lease its three 50-kilowatt short-wave stations to the Government or to a Government-controlled Foundation for one dollar a year and withdraw from the field of international broadcast programming."

"If on the other hand", Mr. Denny added, "if the Congress should decide to maintain the present system of operations - or any similar system in which private companies participate with the Government - NBC will continue to cooperate in every possible way. Our Company believes that international broadcasting, conducted on an effective scale, can contribute importantly to international understanding. To this end, the services and facilities of our company shall always be available to assist the Government in carrying out its present information program."

Mr. Denny testified before the Joint Subcommittees of the Senate Committee of Foreign Relations and the Senate Committee on Expenditures in the Executive Departments which were continued from Tuesday, June 1. His statement was made available for inclusion in the record of the Subcommittee on the State Department of the House of Representatives Committee on Expenditures in the Executive Department. Both subcommittees are investigating several scripts broadcast by short-wave in Spanish to Latin America by NBC under State Department contract. Some members of Congress have raised objections in no uncertain terms to these scripts.

Mr. Denny pointed out that the objectionable broadcasts constituted but a fragment of NBC's international short-wave broadcasts since their inception in 1929, actually less than one-third of one per cent of the present total. He declared emphatically there was no evidence of disloyalty or sabotage on the part of Rene Borgia, writer of the scripts in question, and Alberto Gandero, Borgia's supervisor at the time. Both the writer and the supervisor, Mr. Denny pointed out, had been checked for loyalty by appropriate governmental authorities before being employed by NBC.

"The great task NBC has undertaken and successfully carried out by its participation for many years in the 'Voice of America' project has been obscured by confining consideration to the particular program series under discussion", Mr. Denny pointed out... What I am saying does not, of course, condone the fact that objectionable material was broadcast. It does indicate that we are dealing here with a small fragment of overall activity. The criticism which has been justly made of parts of that fragment should not obscure the scope and value of the overall job."

Explaining the procedure under which the scripts in question, part of the "Know North America" short-wave series, were broadcast, Mr. Denny pointed out that Gandero, who assigned Borgia to write the series and was responsible for reviewing the scripts, was a trusted employee of the NBC and had reviewed earlier scripts in this series which had won the commendation of the State Department. When it later developed that the writing and reviewing responsibilities had not been carried out properly, Borgia was dismissed and Gandero was demoted and eventually resigned. Mr. Denny also presented the committee with communications from Borgia which placed the beginning of his actual direct employment by NBC in September, 1947, and not earlier, as Borgia had previously testified.

"In justification of the scripts he had written", Mr. Denny pointed out to the Senators who have joined with Congressmen in criticizing them, "Borgia took the position that the material considered by us to be objectionable was in good taste in the Spanish idiom and that none of this material would be regarded by a Latin American audience as reflecting any disparagement on the United States. At the same time, he stated orally and by a letter written just before he was dismissed, that nobody - and I quote - 'ever suggested that I should say anything objectionable.' He also stated that his instructions from Gandero were that the program should be in a 'light vein.'"

"Taking Borgia's own testimony, his position appears to be entirely inconsistent. On the one hand, he defends as perfectly proper and inoffensive the passages in his scripts which we and members of Congress have found objectionable. He admits that he created these passages and that nobody at NBC suggested to him the language used in these passages. Yet he disclaims all responsibility in connection with the criticism which these passages has aroused on the ground that he was merely acting under instructions from Gandero."

"From all the foregoing facts", Mr. Denny continued, "it appears clear that the difficulties encountered with the program under discussion have arisen from the division of responsibility between

NBC and the State Department. This division of responsibility is reflected in our basic programming contracts with the State Department whereby NBC is reimbursed by the Government for its cost of operation. Under these contracts, the State Department agrees to 'provide NBC with general directives for each program, indicating the general character of the programs and designating whether they are to be dramatic, music, news, etc. and fixing the length, time and date of broadcast.' The State Department, of course, also determines how much money is available and can be spent on a particular program. It is NBC's responsibility to produce and broadcast the programs in accordance with the general specifications which the State Department has laid down, and within the limitations the State Department has fixed for that program. Every effort is made to work these problems out by frequent consultations. But, such consultations are not a substitute for centralized responsibility. It is our feeling that the present type of divided responsibility does not and cannot provide a completely satisfactory basis for operations."

NBC has taken a number of steps, Mr. Denny went on to say, to guard against a repetition of the present incident. Additional personnel is being engaged to provide for an independent review of scripts. In addition, he suggested that the State Department institute its own independent check.

"The basic question that Congress will have to decide", Mr. Denny said, "will be: Shall the short-wave operations of the United States be the 'Voice of America' or the 'Voices of Americans.' A return to private operation inevitably means no coordination in programming activities. It means a wasteful duplication of facilities and it means a sharp curtailment in the activity because private industry, without government funds, cannot support short-wave operations."

With the opening of the Senate hearings yesterday (June 1) Senator Smith (R), of New Jersey, presiding, said the objective of the hearings were to determine how the "Voice of America" can be "strengthened and protected" against mistakes or misuse.

"With the European recovery program under way", Senator Smith said, "it is vitally necessary that the truth be told to the world about our country to offset the vicious anti-American propaganda that is now being carried on, and the misrepresentation as to America's true purpose in the present attempt to cooperate with the other nations of the world."

Assistant Secretary of State George V. Allen, who has charge of the "Voice" programs, but who did not take charge of same until March 30, well after the broadcasts in question, was the first witness before the Subcommittee on Tuesday, June 1, said that the State Department surrendered supervisory control over the broadcasts in order to concentrate its own efforts on programs beamed to countries behind the iron curtain. He said the Department had "overall responsibility" for the Know North America series beamed to South America but that it doesn't have funds or people for close supervision.

Secretary Allen requested Congress to clarify the Department's responsibility for overseas broadcasts. He said the service could expand if a requested 27 million dollars for the year beginning July 1 is approved.

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DORMITORY FOR WAR CHILDREN DEDICATED IN GEORGE POLK'S MEMORY

The Foster Parents Plan for War Children last Friday announced that it has dedicated a dormitory in London to the memory of the late George Polk, CBS chief correspondent for the Middle East who met a tragic death recently in Salonika, Greece.

The dormitory which accommodates 30 children is in the Foster Parents' Eastwick, London, hostel, The Sanctuary. Its renaming honors Mr. Polk's efforts in behalf of children victimized by World War II.

Mrs. Edna Blue, International Chairman of the Foster Parents Plan in New York last Friday said Mr. Polk had taken a keen interest in the youngsters, was a Foster Parent himself, and had made a generous contribution last December for children sheltered at The Sanctuary. These children, she said, come from various European countries and include only a few English war orphans.

Mr. Polk's contribution, it was stated, will be used to obtain bicycles for children doing messenger and errand work.

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SEN. TOBEY AND MRS. RABENHORST MARRIED

In a quietly arranged ceremony in Calvary Baptist Church in Washington, D. C., Senator Charles W. Tobey (R), of New Hampshire, acting Chairman of the Senate Interstate Commerce Committee which handles radio, and Mrs. Loretta C. Rabenhorst of Washington, were married last Wednesday (May 26).

The ceremony at 1:30 P.M. was performed by the pastor of the church, the Rev. Dr. Clarence W. Cranford, and a luncheon followed at the Army and Navy Club. Senator Tobey is 67 and Mrs. Tobey acknowledges to being in her '50s.

Only members of the two families and a few close friends were present. The family included Senator Tobey's sister, Mrs. Doris Brown of Wilton, Conn.; two of his four children - Charles Tobey, Jr. and Mrs. Sterling Dean, the former Miss Louise Tobey, who was the bride's only attendant. The bride's three sons, David, Forrest and Daniel Rabenhorst, attended with their wives.

Following the wedding luncheon, Senator Tobey and his bride went to New York on a 10-day honeymoon. The bride is a former Washington school teacher, retiring in 1942 after 18 years in public school.

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85TH ANNIVERSARY OBSERVED OF FOUNDING OF ARMY SIGNAL CORPS

The 85th anniversary of the founding of the Army Signal Corps was observed at Fort Monmouth, N. J. last Friday with a parade and ceremony in which eighty chief executives of the nation's leading communications industries participated.

After a review of 6,000 troops, Brig. Gen. Francis H. Lanahan, Jr., Post Commanding Officer, received the Legion of Merit and Oak Leaf Cluster for exceptionally meritorious performance of duty. The presentation was made by Gen. J. Lawton Collins, Deputy to Gen. Omar Bradley, Army Chief of Staff.

Among the heads of communications concerns present were: Brig. Gen. David Sarnoff (Reserve); Radio Corporation of America; Sosthenes Behn, I. T. & T. Corporation; W. A. Buck, Radiomarine Corporation of America; H. H. Buttner, Federal Telecommunications Labs., Inc.; S. T. Caldwell, Federal Telegraph and Radio Corporation; E. M. Deloraine, International Telecommunications Labs, Inc.; J. L. Egan, Western Union Telegraph Company; H. C. Ingles, RCA Communications, Inc.; Stephen D. Lavoie, Lavoie Laboratories; Dwight G. W. Palmer, General Cable Corporation; Kenneth E. Stockton, American Cable and Radio Corporation; George L. Van Deusen, RCA Institutes, Inc.; and Leroy A. Wilson, American Telephone and Telegraph Company.

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FCC REVISES SUNRISE AND SUNSET TIME TABLE

The Federal Communications Commission amended Section 26 of its Standards of Good Engineering Practice Governing Standard Broadcast Stations to revise its table of average sunrise and sunset times for different months in different cities, for which daytime or limited time AM stations or stations using directional antennae at night or different directional patterns day and night were governed. By so doing between 300,000 and 400,000 cities were added not formerly included.

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RMA AND NAB AWARDED TROPHY IN "VOICE OF DEMOCRACY" CONTEST

The Radio Manufacturers' Association and the National Association of Broadcasters, as joint sponsors of the "Voice of Democracy" contest conducted during National Radio Week last year, were awarded a Silver Anvil Trophy last week by the American Public Relations Association.

The award was made, the APRA said, for "achievement in public relations with especial emphasis upon the use of radio and television". It was one of nine trophies and a number of certificate of achievement awards presented by the APRA at the conclusion of its four-day Public Relations Institute at American University, in Washington.

The Silver Anvil was accepted for RMA by James D. Secrest, Director of Publications, and for NAB by Robert K. Richards, Public Relations Director.

(Continued on Page 16)

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 ::: SCISSORS AND PASTE :::
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Believes Impossible For State Dept. To Direct World Programs
 (Walter Lippmann in "Washington Post")

Anyone with experience in journalism could have told the State Department and several of us did, that it would get into trouble if it took responsibility for radio programs. That is because it is a technical impossibility for the department to direct or to supervise broadcasts to all parts of the world in dozens of languages on all kinds of subjects.

For how is it conceivable that officials of the department can read all the scripts before they are broadcast? How can they know what has happened to the scripts when they have been translated into foreign languages? How can they know what they sounded like when the broadcasters had supplied their own personal inflections and emphasis?

In the case of the scandalous, and perhaps malicious, broadcasts to Latin-America, the Voice of America seems to have been Mr. Rene Borgia of Venezuela and a Mr. Alberto Gandero, who is now working in Cuba. Obviously their broadcasts were not "supervised" successfully. But where are we going to find the all-seeing eye and the all-hearing ear which will supervise hour by hour what the Voice of America says to the world in Spanish, Portuguese, French, German, Italian, Czech, Hungarian, Polish, Romanian, Greek, Finnish, Swedish, Norwegian, Arabic, Chinese - or even in English?

Mr. George V. Allen, the Assistant Secretary of State, who now chaperones the Voice of America, had nothing whatever to do with the scripts which have aroused Congress and the public. Mr. Allen was our Ambassador in Iran when they were broadcast. But from now on he will be responsible, and so he really ought to consider whether he could, as he says in his letter to Senator Smith of New Jersey, "supervise the programs" if he had "the authority and the machinery for supervision." What authority and what machinery would he like to have in order to discharge successfully the responsibility of supervision? It will take some machinery to enable Mr. Allen to supervise Mr. Richardson of NBC who was supposed to supervise Mr. Gandero who was supposed to supervise Mr. Borgia.

My own view is that the Voice of America to the outer world should be the voice of the President of the United States and of the Secretary of State, and that to let anyone else call himself the Voice of America is certain to diminish, not to enhance, the prestige and influence of the United States.

I think it absurd that the Voice of America, an official organ of the Department of State, should be heard around the world singing songs, cracking jokes, entertaining the kiddies. It is arguable that a summary of the news from the press associations should be broadcast, and that the Government could facilitate such broadcasts. But I do not believe that this country can conduct an official propaganda of ideology, doctrine, and opinion. For this country, being truly a free country, does not have any such thing as an official ideology, an official doctrine and an official set of opinions.

George Polk Perhaps Killed By Communists
("Washington Post")

The cooperation extended by the Greek government should put at rest the premature criticisms that have arisen in connection with the murder of George Polk, Columbia Broadcasting System correspondent, whose trussed body was found in Salonika Bay. Mr. Polk was killed only a few days after he had set out to interview the Greek Communist leader, General Markos. A committee of the Overseas Writers Club is now inquiring into the death, with the assistance of Gen. William J. Donovan, wartime OSS chief.

If the Rightists in the Athens government, meaning the extremists of the Populist Party, were responsible for the death of Mr. Polk, it may be taken for granted that the two Liberal Ministers in charge of the investigation, those for Public Order and Justice, would, in the circumstances of Greek politics, be eager to track down the evidence. But why should the Populists want to bump off George Polk? We raise the question as a newspaper which from time to time has been critical of the action or non-action of the Populists. But in our view nothing that Markos might have said to George Polk and nothing in George Polk's name or work could have caused such trepidation in Populist ranks as to warrant his murder.

The inquiry may or may not shed light on an affair which cut short a promising career. It must always be borne in mind that Greece is grappling with a rebellion, and that, in consequence, on-lookers are apt to get hurt in the normal way of going about their business. After their recent reverse the Communists decided as a diversion to use assassination as a campaign tactic, and managed to kill the Minister of Justice, Christos Ladas. It may well be, therefore, that George Polk was killed by the Communists themselves, if not to cause an embarrassing incident for the government then as a sacrifice during a pursuit in Salonika Bay.

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S. America Takes It (Give) Away
("Variety")

A sudden order, given by General Peron himself, last week axed all cash prizes to participants in quiz programs on Argentine networks, seriously affecting the Kolynos and Colgate shows on Radio El Mundo.

Surprise move stemmed from Peron's intention to encourage the people in postal saving habits, and in future all radio awards to participants in quiz programs must be made in the form of postal savings stamps. Oscar Nicolini, Administrator General of Posts and Telegraphs, is also Chairman of the Postal Savings Bank, and as postal administrator, is also in control of all radio matters.

Nevertheless the Postal Savings Bank was also taken un-awares and had no facilities available to furnish the broadcasting outlets with the necessary stamps. The Kolynos programs give away prizes up to 5,000 pesos (\$1,000 U.S.) in each broadcast, while Colgate runs up to \$100 per broadcast in an "all or nothing" scam. Sponsors and advertisers had to put over a quick switch in program format to conform to the new Peron-imposed regulations.

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6/2/48

::: TRADE NOTES :::

It is understood that Wayne Coy, Chairman of the Federal Communications Commission, will not take part in the proceedings involving acquisition of control of WTOP, Washington, CBS-owned outlet by the Washington Post because of his former connection with the Post as assistant to publisher and Executive Director of its radio properties.

President Truman's address at the annual reunion of the Thirty-fifth Division, in which he served during the First World War, will be heard over the Columbia Broadcasting System, Saturday, June 5 (CBS, 11:00-11:30 P.M., EDST).

According to a financial report in the Washington Post, new equipment costing \$115,000 has been authorized for WTTG, Washington outlet of the DuMont Television network.

John D. Hawkins, who has been Manager of the Detroit organization of Philco Distributors, Inc., for the past three years, has been appointed General Manager of the Philadelphia division.

Results of a survey on how newspapers handle radio program listings, now being conducted by the Newspaper Advertising Executives Association, will prompt many publishers to drop or limit free listings, a check of newspaper representatives disclosed last week. Evidence that a growing number of papers had eliminated free listings without experiencing much reader opposition helped prompt the survey, it was learned. Hitherto hesitant publishers, it is felt, will be influenced by detailed reports on such cases. In some instances cited, program sponsors have advertised listings and benefitted by unusually high readership.

Congratulations go to Sydney H. Eiges, Vice-President of the National Broadcasting Company in charge of the Press Department, and Mrs. Eiges on the birth of a son born to them in New York last Friday.

John Gibney has been appointed production manager for Station WENR-TV, effective June 1, Harold Stokes, Program Director for AM and TV in ABC's Central Division, has announced.

Mr. Gibney comes to WENR-TV with a wide background in television and all phases of radio. He left Tel-Advertising Productions where he was production manager, to work for ABC and has had more than 1,000 hours as director of television shows, in addition to many hours in front of the camera himself. During the past year he specialized in motion picture production for television.

The Federal Communications Commission on May 28th, denied the request of W6XAO, Don Lee Broadcasting System, Los Angeles, for permission to use call letters KTSL for experimental TV station W6XAO over the 90-day period authorized to operate station commercially. (It has been the Commission's policy in the past to permit experimental television stations to operate on a commercial basis with corresponding call letters only in the case that the licensee of the experimental station also held a CP for a commercial station to serve the same community.)

According to Leonard Lyons' column, the cocktail party given by Atwater Kent for the broadcasters during their convention in Los Angeles, cost him \$35,000. The guests numbered 1,600.

The FCC waived its rules to grant the request of Mrs. Eunice P. Falconi of Roswell, New Mexico, for assignment of the amateur call sign W5ZA which had been held by her husband, Louis Falconi, from 1925 until his death in 1948. Mrs. Falconi has participated in the operation of W5ZA since she obtained her amateur license in 1937. She desires to perpetuate the call sign as a memorial to her husband, who pioneered in "ham" operations in Roswell. In recognizing Mr. Falconi's contribution, the Commission also agreed to consider modifying the amateur rules to permit unused call signs to be transferred to others under such special circumstances.

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(Continuation of "RMA And NAB Awarded Trophy In "Voice of Democracy" Contest")

The APRA also presented awards for achievement in public relations to Columnist Drew Pearson and 27 organizations, including the Washington Post and International House of New Orleans.

The certificate award to The Washington Post was for its recent Marshall Plan supplement, which won honors from the National Headliners' Club in March. Philip L. Graham, President and Publisher, accepted the award for the Post.

Mr. Pearson, the only individual honored, received a special trophy for contributing to international relations with his Friendship Train which gathered food across the Nation for Europe.

The "Voice of Democracy" contest this year will be launched during National Radio Week, Nov. 14-20, and will be open to all students in American high schools and private and parochial schools of comparable grade.

National Radio Week and the "Voice of Democracy" contest are under the direction of a Joint RMA-NAB Committee comprising members of the RMA Advertising Committee, the NAB Sales Managers Executives Committee, RMA and NAB headquarters staffs, and officials of the U. S. Junior Chamber of Commerce and the U. S. Office of Education.

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