



# HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heinl, Editor

Founded in 1924

NATIONAL BROADCASTING  
LEGAL DEPARTMENT  
RECEIVED

JUL 9 1948

## INDEX TO ISSUE OF JULY 7, 1948

Did Harry Butcher Give Gen. Ike One Of His Biggest Boosts.....	1
Denny Zooms To NBC's Second Highest Position; Only 36.....	3
NAB Standards Now In Effect On Four Networks.....	4
\$3,484,515 Net Made By Zenith.....	4
Miss Hennock Sworn In Tuesday As First Woman On FCC.....	5
Stations Keep Fingers Crossed On Political Broadcasts.....	6
N.Y. Free Speech Group Adds Outgoing Praise For Durr.....	7
J. Harold Ryan Heads New NAB National Defense Committee.....	8
Coy Says No Change In TV Channel Numbers.....	8
Accent On Youth Sarnoff Notes In Recent NBC-RCA Appointments.....	9
TV Will Take False Whiskers Off Phoney Conventions.....	10
House FCC Probe To Start Immediately.....	11
Am. Cable & Radio Shows Loss; Better Results For 2nd Quarter.....	11
ABC Signs WAAM, Baltimore, As A Television Affiliate.....	12
Scissors And Paste.....	13
Trade Notes.....	15

No. 1832

Handwritten signatures and initials at the bottom of the page.

July 7, 1948

## DID HARRY BUTCHER GIVE GEN. IKE ONE OF HIS BIGGEST BOOSTS?

by Robert D. Heinl

As national attention once more turns to Gen. Dwight D. Eisenhower in connection with the presidency, a question which apparently can only be solved by the Democratic Convention in Philadelphia next week, just so there is speculation as to how much the General is indebted to Capt. Harry C. Butcher, his wartime Naval Aide and now successful Pacific Coast broadcaster, for the affection and popularity Eisenhower enjoys with the American people.

A guest at a typical Washington dinner recently in which the foremost topic of conversation, of course, was the forthcoming presidential election, the lady to my right, a strong supporter of Mr. Truman, tore into General Eisenhower and then, to my surprise, added something about how "This Capt. Harry Butcher and others General Eisenhower had made" would now be crawling on hands and knees to try to get the General to accept the Democratic nomination."

It was news to me that General Eisenhower "had made" Mr. Butcher as I had gotten the idea that perhaps Butcher had been of great assistance to Eisenhower.

Surely Captain Butcher's book, "My Three Years With Eisenhower" added to the General's prestige. The obvious reply to this would be that Captain Butcher was paid well for the book. It is not known how much the book itself yielded but Captain Butcher received \$175,000 from the Saturday Evening Post for the magazine rights in the United States and Canada, the largest amount that publication has ever paid for pre-publication rights for any article. Gen. Eisenhower made it known that he was not sharing in the profits of the book and hadn't even seen it before publication.

One writer who in World War I days was pretty close to the White House, however, got the impression that Mr. Butcher may have done far more than to write a book about the General - more even than money could pay for, that Harry Butcher may even have had a hand in getting General Eisenhower his big opportunity to command the American forces abroad. Here is how the one who developed this theory reasoned it.

Prior to World War II, when Eisenhower was a Major and Mr. Butcher, who later became Washington Vice-President of the Columbia Broadcasting System, was Manager of Columbia's old WJSV (now WTOP), they met in Washington at the home of Sam Pickard, former Federal Radio Commissioner.

Mr. Butcher, in turn, was a great friend of Stephen Early, Secretary to President Roosevelt. In this group also was George E. Allen, later of the Reconstruction Finance Corporation, friend of Presidents Roosevelt, Truman and General Eisenhower, acting as adviser to the latter in the current presidential nomination situation.

Along came World War II and when the question was discussed as to who would get the prize plum to command our forces abroad, what could have been more logical, it was reasoned, than for Harry Butcher, enthusiastic about Eisenhower and convinced of his ability, and fitness, to have "sold" Eisenhower to Stephen Early, who was second to none with FDR, and Steve in turn putting in a plug for Ike with President Roosevelt. Stranger things than that have happened around the White House and that is how one person figured that General Eisenhower may have been brought to the personal attention of the Commander-in-Chief and how Butcher may have been of great assistance to his friend in the early days.

When General Ike received his appointment as Commanding General, European Theatre of Operations, he asked permission of Admiral King for assignment of a reserve from the Navy to him as an Aide. Admiral King not only consented, but said that Ike could name the reservist. Eisenhower designated Butcher. There was absolutely no precedent for the assignment. General Ike, however, liked the idea of an officer in naval uniform on his staff as a sort of unity of command of the Armed Forces. As the war went on, other Army officers under Ike's command followed suit and had naval aides, and at least one Admiral had an Army Aide.

Captain Butcher, who had been on leave as Vice-President of the Columbia Broadcasting System, resigned his position to write the book, "My Three Years With Eisenhower". It is interesting to note that the idea for the book came when at the beginning of the war, General Eisenhower asked Mr. Butcher to keep a diary to show dates, places, and as a reminder of interesting events, official and personal. Because of fear that headquarters might be bombed, Butcher made two sets of microfilms of the diary sheets. Insofar as it was possible, the original and the two microfilms were kept in separate safes.

Captain Butcher represented the Supreme Allied Commander at the surrender of the Italian Fleet to Admiral Sir Walter Browne Cunningham in September, 1943, and was also present at Reims, France, when the German High Command signed the terms of unconditional surrender.

Captain Butcher had been with CBS since 1930 as Director of the network's Washington office. In 1934, he was made a Vice-President. In March, 1933, he authored the phrase, " Fireside Chat", for the first radio speech to the people by President Franklin D. Roosevelt.

His first Navy assignment was as administrative assistant to Capt. Joseph E. Redman, then Director of Naval Communications. Within a month he was assigned by Admiral Ernest J. King as Naval Aide to General Eisenhower. Captain Butcher remained with the Supreme Commander through the invasion of North Africa, the invasion of Sicily, the invasion of France on June 6, 1944, and through the final German surrender.

After his Eisenhower book had been written, Mr. Butcher bought a broadcasting station of his own at Santa Barbara, California. This he named Radio KIST. Last March Mr. Butcher was elected President of the newly formed California State Broadcasters' Association in Hollywood.

X X X X X X X X



DENNY ZOOMS TO NBC'S SECOND HIGHEST POSITION; ONLY 36

Proving again that he has what it takes, Charles R. Denny, former Chairman of the Federal Communications Commission, Vice-President and General Counsel for the National Broadcasting Company, was promoted to one of the choicest positions in the commercial field of the country last week when he was elected NBC Executive Vice-President to succeed Frank E. Mullen, new WJR-WGAR-KMPC President.

Interesting in connection with the rapid rise of Mr. Denny is that though he has climbed to rarified heights, he is only 36 years old. Mr. Denny joined NBC last November as Vice-President and General Counsel, following his resignation as Chairman of the Federal Communications Commission.

Mr. Denny was born in Baltimore, Md., April 11, 1912, and was graduated from Amherst in 1933 and Harvard Law School in 1936. From 1936 to 1938, he practised law in Washington and from 1938 to 1942 he was in the Lands Division of the Department of Justice. He was first attorney in the Appellate Section, then Assistant Chief and finally Chief of that Section. He also served at the time as a special assistant to the Attorney General.

Mr. Denny joined the Federal Communications Commission in 1942 and was elevated to General Counsel in the same year. As General Counsel he supervised a staff of more than sixty attorneys and also conducted hearings on questions concerned with radio broadcasting, television, and communications. In March 1945, Mr. Denny was appointed a member of the Federal Communications Commission and served as Chairman from February 1946 until his resignation last October.

Gustav B. Margraf, in charge of the Washington office of Cahill, Gordon, Zachry and Reindel, and legal representative of NBC in Washington since 1942, was chosen by the Board to succeed Mr. Denny as Vice President and General Attorney. Mr. Margraf, who is another young man only 33, has represented NBC at many important hearings before the FCC and other governmental bodies in Washington. Mr. Margraf's home is in Arlington, Va. He was born May 14, 1915 in Cape Girardeau, Missouri, and was graduated from Southeast Missouri State Teachers College there in 1936, and from the Duke University Law School at Durham, North Carolina, in 1939.

After receiving his degree, he became associated with the law firm of Cahill, Gordon, Zachry and Reindel, 63 Wall Street, New York, in September 1939, and was placed in charge of the Washington office in 1942. Mr. Margraf has been a member of the Committee on Radio Broadcasting of the Advisory Council of Federal Reports. This Committee works with the Budget Bureau on the revision of various FCC legal forms.

X X X X X X X X X



## NAB STANDARDS NOW IN EFFECT ON FOUR NETWORKS

The Standards of Practice for Broadcasters of the United States, adopted by the National Association of Broadcasters at its Los Angeles Convention in May, are presently in effect on all four national networks, subject only to certain required changes in program operation, all of which will be completed by Jan. 1, 1949.

Justin Miller, NAB President, said last Friday that he had been so informed by the Presidents of the American Broadcasting Company, the Columbia Broadcasting System, the Mutual Broadcasting System, and the National Broadcasting Company, at a meeting last week in the Waldorf-Astoria.

President at the meeting were: Mark Woods, President, and Robert Saudek, Vice-President in Charge of Public Affairs, ABC; Frank Stanton, President, and Joseph H. Ream, Executive Vice President CBS; Edgar Kobak, President, and Robert D. Swezey, Vice President and General Manager, MBS; Niles Trammell, President, and Ken R. Dyke, Administrative Vice President, NBC; Judge Miller; Harold Fair, Program Department Director, NAB; and Robert K. Richards, Public Relations Director, NAB.

X X X X X X X X X X X X

\$3,484,515 NET MADE BY ZENITH

The Zenith Radio Corporation made a net profit for the last fiscal year of \$3,484,515 after taxes and all charges.

The profit is equivalent to \$7.08 a share on the common stock. It compared with \$594,452 or \$1.21 a common share earned in the preceding fiscal year, when a carry-back tax-claim credit of \$908,122 was included.

The company reported a record peace-time business for the year, a total of \$79,406,133 or 38 per cent more than in the preceding year.

"The enthusiastic reception accorded to Phonevision and the steadily mounting interest therein by motion picture companies, broadcasters, telephone companies, the Federal Communications Commission and others, gives promise of the early wide-scale adoption of this feature which will make possible pay-as-you-see presentation in the home of first-run movies, major theatrical performances and other features that are too costly for free television", Commander E. F. McDonald, Zenith President stated.

"Some motion picture executives desire us to move faster on Phonevision than we care to. Nevertheless, it will not be long before you will be able to call your telephone operator and, without any interference with your regular telephone service, see first-run movies on your Phonevision-television receiver for a modest charge which may appear on your monthly telephone bill."

The company recently announced the completion of negotiations with Farnsworth Television & Radio Corporation by which Zenith has purchased paid-up rights to build home television receivers under all of Farnsworth's patents and pending applications for the entire life of the patents concerned.

X X X X X X X X X X

## MISS HENNOCK SWORN IN TUESDAY AS FIRST WOMAN ON FCC

Since the Chairman's office of the Federal Communications Commission was wholly inadequate to accommodate the crowd that was expected, and which surely materialized, for the swearing in yesterday (July 6) of Miss Frieda Hennock, as the first woman appointed to the Federal Communications Commission, the reception room of the Postmaster General's office was designated as the gathering place for the occasion, also something which has never happened before.

Miss Hennock was sworn in by Association Justice Henry Schweinhart of the U. S. Court for the District of Columbia, in the presence of such Government leaders as Secretary of the Treasury John W. Snyder; Postmaster General Jesse M. Donaldson, Secretary of Commerce Charles Sawyer; Assistant to the President John R. Steelman; Under Secretary of the Treasury Edward H. Foley, Commissioner of Internal Revenue George J. Schoeneman, as well as countless representatives of the different broadcasting companies and industry.

"A champion of women's rights, Miss Hennock", according to Val Montanari writing in the Washington Post, "succeeds Commissioner Clifford J. Durr on the FCC, which has been an all-male outfit during its 25-year history. Indications are that she may be as independent-minded among the six other members as Durr, who resigned at the expiration of his term on June 30.

"A New Deal Democrat who supported Roosevelt and worked hard on behalf of Mayor O'Dwyer's election as Mayor of New York, Miss Hennock is a member of the otherwise 100 per cent Republican law firm of Choate, Mitchell and Ely. The 141-year-old firm has offices on Broad Street, New York.

"But they don't discriminate against women or Democrats', she said recently.

"The firm will lose one of its best trial and corporation lawyers - and a valuable pleader before most any male jury. A trim, smartly dressed woman, she admits to being 'over 40' - spies say 43 - but declares, 'I don't look as old as I am, thank goodness.' Her associates agree she looks thirtyish and she usually sports a handsome tan from playing golf.

"She has tried most every type of law case - except one before the FCC. While her knowledge of radio is limited to listening to it and promoting some financing for Roosevelt broadcasts, she will feel at home on the FCC, whose members are traditionally either lawyers or engineers.

"Miss Hennock will have to give up her lucrative law practice for the \$10,000 a year job.

"That doesn't concern me', she says. 'It will cost me plenty, but I will be glad to have a chance to serve.'"

Before introducing Miss Hennock to members of the FCC,



Wayne Coy, FCC Chairman is quoted as having told Miss Hennock that heretofore the FCC had "rectitude, fortitude and solemnitude" but never "pulchritude".

Leonard Lyons writing in his New York column, tells the following anecdote about Miss Hennock:

"When Frieda B. Hennock, the first woman to become a member of the FCC, began practicing law, one of her early cases was in defense of a man against whom the evidence seemed incontrovertible. The prosecutor, annoyed at being opposed by a woman lawyer, made a long summation, during which he scoffed at 'my sister-lawyer', criticized the feminine tactics of "my sister-at-law", and berated 'my sister-lawyer' for having used her wiles. The jury brought in a verdict of not guilty. . . Later, the prosecutor asked the foreman: 'How could men say "Not guilty" with such overwhelming evidence?' . . The foreman looked at him coldly and explained: 'How could a man say such things about his own sister?'"

X X X X X X X X X X X

#### STATIONS KEEP FINGERS CROSSED ON POLITICAL BROADCASTS

As yet no cheers have been heard from the radio stations regarding the Federal Communications Commission's ruling on libel in connection with political broadcasts. The press has been more outspoken.

Says the Washington Post:

"Congress made it plain in the Communications Act that it did not wish to confer upon the owners of radio stations any authority to censor political broadcasts. There was good reason for this in the special character of radio as a licensed instrument of communication granted temporary use of a portion of the public domain for the performance of a public service. But, having forbidden station owners to censor, Congress should have given them at the same time an immunity from the consequences of libelous matter broadcast over their transmitters. Since they cannot protect themselves against lawsuits arising out of malicious or injudicious utterances by political speakers using their facilities, they deserve the protection of the law.

"The Federal Communications Commission has asked Congress to give radio station owners this protection. And if Senator White's pending communications bill should be enacted as approved by the Senate Interstate Commerce Committee, the protection will be accorded. In the meantime, however, the FCC can do nothing but insist, as it did the other day in passing on the license renewal application of Station WHLS, Port Huron, Mich., that broadcasters keep hands off the content of political speeches which they have contracted to transmit, no matter how libelous they may deem that content to be.

"In stating this policy, the Commission expressed the opinion that, since Congress has tied the hands of the broadcaster, he may not be sued for damages by persons considering themselves injured by the broadcast material. This is not a very satisfactory assurance



from the broadcasters' point of view. Perhaps it would impel the courts to regard broadcasters as innocent; perhaps not. It is a fair and friendly gesture for the Commission to have made, but it is obviously nothing more than a gesture. The only safe remedy for the dilemma of the broadcasters lies in an act of Congress. Justice requires that the remedy be given them."

Editor & Publisher is also dissatisfied, stating that State libel laws are shoved aside en toto by the Federal Communications Commission's ruling that radio stations cannot censor political broadcasts for libelous material nor can they be sued for damages. The FCC decision interpreting the Federal Communications Act cites Supreme Court decisions to the effect that State laws are superseded by Federal statutes on this question.

"In other words", Editor & Publisher believes, "radio stations no longer have any responsibility for political broadcasts that go out to the people over their facilities. A candidate can shoot off his mouth for all he's worth. He alone is responsible for what he says and if he should commit a libel - well, it's awfully hard to prove when there is no printed record.

"Libel laws were written to protect innocent people and also to make newspapers and other publications responsible for what they printed so that the incidence of libel and falsehood would be reduced. That restraint has now been removed partly from radio.

"Why should a political candidate be given this latitude any more than any other citizen?

"The National Association of Broadcasters and individual radio stations don't like it, and we don't blame them. It seems to us that removal of any responsibility from a radio station for what is broadcast, or from a newspaper for what is printed, is not in the public interest."

X X X X X X X X X

#### N.Y. FREE SPEECH GROUP ADDS OUTGOING PRAISE FOR DURR

Departure of Clifford J. Durr from the Federal Communications Commission June 30 was followed by a testimonial luncheon to him at the Hotel Astor in New York.

James L. Fly, former FCC Chairman, said that "more than any other single individual", Mr. Durr had breathed "life into the conscience of the broadcasting industry." Charles R. Denny, newly appointed NBC Executive Vice President and a former FCC Chairman, described Mr. Durr as "one of the finest public servants the United States has ever had."

Prior to the luncheon, Mr. Durr said that he had not decided on his future plans, but thought he might resume the practice of law. Other speakers at the luncheon, sponsored by the Radio Committee of the American Civil Liberties Union, included Thomas Carskadon, Morris Novik, Paul Denis and Saul Carson.

X X X X X X X X

## J. HAROLD RYAN HEADS NEW NAB NATIONAL DEFENSE COMMITTEE

Ten broadcasters designated by Justin Miller, National Association of Broadcasters' President, to form an Advisory Panel on Civil Defense, will meet in Washington, Friday, July 9th, to discuss with Secretary of Defense Forrestal's office the preparation of plans for any future national emergency.

Chosen to represent AM, FM, and television, in an over-all group touching all parts of the broadcasting industry, the Committee will meet with Herbert Schroll, Communications Advisor of Civil Defense Planning.

The radio figures named to the panel were:

J. Harold Ryan, Vice-President, The Fort Industry Co., WSPD, Toledo, O.; John Fetzner, President, WKZO, Kalamazoo, Mich.; James LeGate, General Manager, WIOD, Miami, Fla.; Edward Breen, President, KVFD, Fort Dodge, Ia.; Everett L. Dillard, President, KOZY, Kansas City; John Shepard III, Chairman of the Board, Yankee Network, Boston; Leonard Asch, President, WBCA, Schenectady, N. Y.; J. R. Poppele, Vice-President, WOR, New York; and William Eddy, General Manager, WBKB, Chicago.

Robert K. Richards, NAB Public Relations Director, will represent the NAB staff on the committee and serve as liaison.

X X X X X X X X X

## COY SAYS NO CHANGE IN TV CHANNEL NUMBERS

The Federal Communications Commission is not considering a renumbering of the present 12 TV channels, FCC Chairman Wayne Coy informed the Radio Manufacturers' Association last Friday, July 2.

Commenting on a resolution adopted by the RMA Board of Directors June 17 in Chicago, urging that the current TV channel numbers be retained despite the deletion of Channel No. 1, Mr. Coy in a letter to RMA Executive Vice President Bond Geddes, said:

"Neither the report and order deleting Channel No. 1, nor the proposed rule revising the allocation of television channels changes or contemplate the changing of numbering of the remaining 12 television channels.

"Furthermore, the Commission has not received any petitions or requests to change the numbering of the remaining 12 television channels and the Commission itself has not proposed such a change.

"If the Commission were to change the numbering of the remaining television channels, adequate public notice would be provided to all interested parties, and their views and comments would be requested before the Commission would adopt any such change."

X X X X X X X X

ACCENT ON YOUTH SARNOFF NOTES IN RECENT NBC-RCA APPOINTMENTS

Himself one of the youngest top executives in the business, David Sarnoff has been practicing what he preaches by appointing other young men to the highest positions in RCA-NBC and describes this action as "in keeping with RCA policy for regular infusion of youth in management."

General Sarnoff referred to the promotion of Charles R. Denny, Vice President and General Counsel of NBC, to Executive Vice President of that organization; to the appointment of Gustav Margraf, Associate in the firm of Cahill, Gordon, Zachry & Reindel, as Vice-President and General Attorney of NBC, and the election of David C. Adams, Assistant General Counsel of NBC, to Vice President and General Attorney of RCA Communications, Inc. Glen McDaniel, Vice-President and General Attorney for RCA Communications, who has been elected a Vice-President of the Radio Corporation of America to serve on the President's staff, and Mr. Denny are 36 years of age, Mr. Margraf is 33, and Mr. Adams, 35.

"Radio and television, because of their close alliance with science and the arts, are young and rapidly expanding industries", said General Sarnoff. "Youth is essential for industrial growth and progress. The challenges and problems that continually arise call for well-trained young men with energy and initiative, and a record of accomplishment even at an early age."

Associated with the law firm of Sullivan and Cromwell, 48 Well Street, New York, from 1936 to 1942, Mr. McDaniel in March of '42 was named Special Counsel to James V. Forrestal, then Under Secretary of Navy. He figured prominently in the procurement of aircraft for the Bureau of Aeronautics.

Before joining the National Broadcasting Company in November 1947, Mr. Adams was a member of the legal staff of the Federal Communications Commission in Washington, D. C. He became associated with the FCC in September 1941, and, in addition to his legal duties, was a member of the Cable and Radio Committees of the Board of War Communications.

During World War II, Mr. Adams served in the United States Army in an anti-aircraft battalion and in Military Intelligence, returning to the FCC Law Department in October 1945. He held successively the positions of Assistant Chief of the Common Carrier Division and Assistant to the General Counsel of the FCC. He has served as delegate or observer representing the United States at international telecommunications conferences in Moscow, London and Atlantic City. Mr. Adams is a native of Buffalo, New York.

X X X X X X X X



## TV WILL TAKE FALSE WHISKERS OFF PHONEY CONVENTIONS

In addition to their other troubles, the Democrats are racking their brains on how to show better showmanship than the Republicans did in timing their convention for television and radio. That the Republicans missed the boat seems to be generally admitted. Nevertheless, it seems to be a question as to whether the Democrats will be able to profit by their opponent's mistakes.

"The advent of the eye of television to the proceedings inside and outside a national political convention brought to these activities millions of spectators who had never seen them before", Arthur Krock writes in the New York Times. "But, according to reports from all over the country, widespread criticism arose from the new audience against the revelation that the major party nominees for President and Vice President of the United States, the four men of whom two will surely fill these high offices, are chosen in a mixed setting of country circus, street carnival, medicine show and Fourth of July picnic. \* \* \*

"The answer probably is that the Democrats will put on the same kind of performance. The reasons are several:

"The convention pattern has grown and been fixed by custom, and politicians are both superstitious and traditional about their habits. Even the most radical among them in doctrine and speech are reactionaries when it comes to abandoning the shenanigans of a national convention.

"Though politicians know that most of the demonstrations come from the galleries, which often they themselves have packed for the purpose, and that the delegates are never fundamentally affected by these demonstrations, they would be uneasy and discouraged without them. Even the managers of a candidate whose victory they count on with utmost confidence believe it is somehow necessary to put on an artificial uproar for him that exceeds any other in noise are several:

"Candidates who know from experience how these clamors are staged, and how hollow they are, have come to expect them; and have sometimes grown peevish if they are held to their natural duration - which is about five to fifteen minutes.

"The business of the recent Republican convention could have been transacted in two days of floor procedure at the most."

"Politicking will never be the same. Blame it on - or credit it to - television. The change is revolutionary" is the observation of the Washington Star. "Time was when political conventions were for a select few - national and State politicians, party angels, hopeful candidates and newspapermen. The advent of radio brought the folks at home into closer touch with the goings-on. But now nothing is sacred, nothing secure from the prying eye of the television cameras - not even the traditional smoke-filled room, or the whiskers yet to sprout from candidates' jowls.

"If there are any smoke-filled rooms, any party headquarters, any candidate's nook that has not as yet been invaded by the television boys at Philadelphia, it must have been an oversight. Every favorite son, every leading candidate has been interviewed under the searchlight of television. \* \* \* \* To what extent these presidential hopefuls have won or lost popular favor as a result of these intimate telecasts is a question that the politicians would like to know."

"There was nothing unusual about the Republican convention; it followed the traditional routine of any political convention. It was unusual, though, that 10,000,000 outsiders should be witnessing the routine, which was strange to all but very few of them", R. W. Stewart commented in the New York Times. "Television, all at once, was bringing a new political consciousness to a sizable portion of the population, while it promised to exercise a revisional influence on the convention scene."

"It is not suggested that television will alter the basic business of deciding on a presidential nominee. However, television does bid fair to pare away the bombast and high jinks associated up to now with that business."

X X X X X X X X X

#### HOUSE FCC PROBE TO START IMMEDIATELY

Chairman Forest A. Harness (R), of Indiana, announced last week that his special House Committee, composed of Representatives Leonard W. Hall (R), of New York, Charles H. Elston (R), of Ohio, J. Percy Priest (D), of Tennessee, and Oren Harris (D), of Arkansas, will begin an investigation of the Federal Communications Commission immediately.

He said the inquiry, authorized in the closing hours of the last Congress, will center on the granting of Federal licenses to radio station owners or operators who are alleged to be Communists.

Frank T. Bow, of Canton, Ohio, was made General Counsel. During his short period of service on Congressional committees, he has gained a reputation for aggressive, searching investigations and an apparent reticence to pull his punches.

X X X X X X X X X

#### AM. CABLE & RADIO SHOWS LOSS; BETTER RESULTS FOR 2ND QUARTER

A statement of consolidated income accounts of the American Cable & Radio Corporation and subsidiaries for the three months ended March 31, 1948 and 1947, respectively, shows a consolidated loss of \$800,922 for the first three months of 1948 with a loss of \$307,453 (before special tax credit) in the first quarter of 1947. A reduction of \$500,000 in operating expenses (due primarily to the reduction in payrolls during the strike) as compared with the first quarter of 1947 was more than offset by a decrease of \$1,000,000 in operating revenues.



Said President Kenneth E. Stockton:

"Notwithstanding the return of some 1,800 employees in the United States to the payrolls after the end of the strike on April 1, 1948, it is anticipated that operating expenses for the second quarter, although in excess of those for the strike period, will be substantially less than in either of the last two quarters of 1947. Since the conclusion of the strike the volume of traffic handled by the System is showing an increase, not only in actual amount but as a percentage of the traffic handled by all of the American carriers of international telegraph traffic. The last rate increase granted by the Federal Communications Commission became effective April 28, 1948. Better results should therefore be obtained for the second quarter, and preliminary reports so far available tend to support this view."

X X X X X X X X X

#### ABC SIGNS WAAM, BALTIMORE, AS A TELEVISION AFFILIATE

The American Broadcasting Company on Tuesday (July 6) completed the nucleus of its Eastern television network with the signing of a two-year affiliation agreement with Station WAAM of Baltimore, Md., Lee Jahncke, Director of Station Relations for ABC's television operations, announced.

Affiliation of WAAM in Baltimore gives ABC Television stations in the leading market and population areas in the East. In addition to WJZ-TV, New York key television station of the network, ABC's Eastern television network also includes WFIL-TV, Philadelphia, Pa.; WMAL-TV, Washington, D. C.; WNAC-TV in Boston, Mass., which affiliated with the network July 1, and WAAM.

Signing of the television agreement with WAAM brings the number of ABC television affiliates to 12.

Negotiations for the affiliation of WAAM were concluded between Jahncke and Norman C. Kal, General Manager of the station. WAAM will commence test patterns in August and regular programming will begin in September.

WAAM has been licensed by the Federal Communications Commission to operate on Television Channel 13 with 31.65 kilowatts visual power and 20 kilowatts aural power. Studios and transmitter of the new ABD television affiliate will be located on a 10-acre tract north of Druid Hill Park in Baltimore. On this strategically located site, a 475-foot antenna is situated. Thus, WAAM's programs will be televised from a transmitter having an over-all height above sea level of 825 feet.

X X X X X X X X X



SCISSORS AND PASTE

Voice Control  
("Washington Post")

With the decision of the State Department to take over all operations of the Voice of America broadcasts beginning October 1, the handling of this important segment of the foreign information program has run full circle. The State Department is, of course, the agency in which operation and supervision of the programs belong. They were farmed out to networks in the first place only because of Congressional insistence that the operation be privately conducted. The assumption that somehow the quality of broadcasts would thereby be enhanced proved to be false. As long as the Government was paying the bill, no one either here or abroad was kidded that the letting of the programs to private contractors relieved the Government of ultimate responsibility. Yet the same Congressional insistence on private operation also deprived the State Department of funds with which to check the broadcasts.

As a matter of fact, the system as set up put a premium on irresponsibility, as was amply demonstrated by the recent criticism in Congress of the tripe that went out to Latin America. Fortunately, Congress repented of the kind of economy that brought this situation about and voted substantially the funds the State Department requested for the coming fiscal year. This increase allows the department to relieve the networks of a job they are glad to be rid of.

As the program is now set up, beginning October 1 the State Department itself will initiate all news reports and commentaries, as it has been doing all along with respect to eastern Europe. It will purchase some outside feature programs, but none will be broadcast until thoroughly reviewed. Meanwhile, in the period before October 1, the department will exercise supervision over all programs still handled by private broadcasters. A further degree of stability for the new operation will be provided by the appointment of the five-man advisory board called for in the Smith-Mundt Act.

The change-over will also afford an opportunity to review the scope of the Voice of America programs. The real focal point of these programs is the influential people of the countries to which they are beamed. Accordingly, in our opinion, the broadcasts could effectively dispense with some of the seemingly inane "bait" with which they sometimes are coated. In any event, the first essential of a successful foreign broadcast program is continuity and responsibility, both of which are provided by the return to full State Department control. The department may rightly be called upon to account fully for the content of the programs; but by the same token, the Voice of America can work most effectively if it is not subjected to continual petty harassments.

Robert Best Gets Life For Treason  
(Westbrook Pegler in "Washington Times-Herald")

The conviction of Robert Best on a charge of treason and his sentence to prison for the rest of his life, he being now 52, vindicates his contention that the government of his own country, the United States, is still hacking the corpse of a dead enemy and indifferent to the menace of a live one.

Best was a derelict loafer who had served in the American Army in the first World War and, like a few thousand other dissolute and shameless bums of the A.E.F., hung around Europe until it was too late to come home. A lot of them became gigolos and picked up the occupational diseases of the trade. For years they infested the Ritz and Harry's so-called New York bar in Paris - boozy tramps cadging drinks, francs, and old clothes from tourists. A few, and Best among them, drifted off to haunts unlikely for Americans and became harmless barflies, coming faintly to life now and again to pester the consuls with little personal problems.

Best holed up in Vienna and for a time at least served as a correspondent for the United Press, covering unimportant news. When anything was doing that merited competent coverage, he was relieved by a staff man. However, by virtue of his credentials and by years of residence, he developed the acquaintance and, doubtless, the contempt, of the Austrians, including the Nazis.

Best hated the Communists and he shared and argued Hitler's belief that Jewishness and communism were indistinguishable. This made him unpopular with most American journalists who happened that way and, of course, gave him a bad reputation with the American legation.\* \* \*

Many of the American correspondents station in Europe, a pretentious lot on the whole, strutting and posing as statesmen and intimates of the Presidential circle, were pro-Communist because Hitler was anti-Communist \* \* \* \*

However, false and hateful Best's belief in Hitler's suspicion of the Jews, it was not treason under American law nor even disorderly conduct. It was dangerous, however, as many individuals were to learn in the notorious treason cases in Washington which ended when the unfortunate judge died of fatigue. They never were brought to court again because the Department of Justice knew there was no treason present, but in time to come the war administration will have to answer for these persecutions.

Nevertheless, there is no doubt that Best was a spy in the sense that he pretended to be drowsy with dope and spent hours listening to other American journalists, tourists and agents of one kind and another over the coffee tables in Vienna.\* \* \*

As between the Nazis and the Communists or the futile Socialists, he unquestionably strung with the Nazis. He was free to do this without embarrassment under our laws.

Actually Best has been sentence to life in prison because he believed national socialism was a good political system and Hitler a good chief executive for Germany, and that communism was an unscrupulous, insidious and implacable enemy of western civilization.

That he eavesdropped and tattled on other Americans who carelessly trusted him because he had an American passport is readily admitted. But these were matters for personal adjustment, man-fashion, and never can be any business of any American court.

(Continued at bottom of page 16)



::::  
::::TRADE NOTES::::  
::::

The salary of Charles R. Denny, new 36 year old National Broadcasting Company Executive Vice-President is reported via the grapevine to be around \$50,000 a year. Mr. Denny is supposed to have started with the NBC last November at \$35,000 up to which time he was drawing \$10,000 at the Federal Communications Commission.

Printed copies of the address on Thomas Edison made by Gen. David Sarnoff before the American Branch of the Newcomen Society of England in Washington, D. C. are now available.

The seasonal decline in radio set production resulted in a drop of more than three million in the number of radio receiving tubes sold in May, the Radio Manufacturers' Association reported last Friday (July 2). May's receiver tube sales totalled 14,905,097 by RMA member-companies compared with 18,675,364 in April and 14,575,237 in May, 1947.

Tube sales by RMA member-companies for the first five months of 1948 totalled 84,891,691.

Edmund Chester, Director of Shortwave Broadcasting and Latin American Affairs for the Columbia Broadcasting System since 1940, last Friday (July 2) was appointed Director of News, Special Events and Sprots for the CBS Television Network.

Mr. Chester, a former Director of the Latin American Department of the Associated Press and Vice President of La Prensa Asociada, Latin American subsidiary of the Associated Press, will assume his television duties immediately.

This is the fifth new executive post created and filled by CBS Television in the past two weeks. The others were Charles Matthew Underhill as CBS-TV Director of Programs, David Sutton as CBS-TV Sales Manager, George L. Moskovics as Manager of CBS-TV Sales Development and Worthington C. Miner as Manager of Program Development.

The appointment of J. F. Crossin as Director of National Sales for the United States Television Mfg. Corp. has been announced. Mr. Crossin formerly was Vice-President of Olympic Radio & Television, Inc., and was a member of the executive staff of Crosley. For many years he was connected with Kelvinator in a sales capacity.

Mrs. Field, wife of Dr. John J. Field, dentist, of Washington, D. C., is richer by \$3,200 and a 1949 Ford because she recognized the voice of Bernard Baruch on WTOP-CBS as the "phantom voice" last Saturday night on Columbia's "Sing It Again" show.

International radiotelegraph service "Via RCA" is available to overseas passengers, visitors and airline representatives at Idlewild Airport, H. C. Ingles, President of RCA Communications, Inc. has announced. Situated conveniently in space adjoining the offices of the United States Customs Service, it will have teleprinter tape-relay connection with RCA's New York Central Office at 66 Broad Street, assuring swift transmission of messages to foreign destinations.



First shipments of seven new radio models in ten cabinet was made yesterday to Westinghouse radio dealers throughout the United States by the home Radio Division of the Westinghouse Electric Corp. The additions to its current radio output make it the most complete line in the history of the Division.

New Westinghouse radio models include 21 sets in 32 cabinet variations, from a standard band ultra modern table radio to a "top-of-the-line" AM-FM shortwave console combination. Prices of the radios range from \$24.95 to \$499.95. This line of radio receivers does not include television models. Television production on the Westinghouse console model 181, it was pointed out, is being maintained and production will begin next month on television table models with a ten-inch tube.

-----  
 Motorola, Inc. - Six months ended on May 29: Net profit, \$1,500,769, equal to \$1.94 a common share, compared with \$1,379,774, or \$1.72 a share, in the similar period last year. Net sales, \$26,000,000, against \$21,000,000.

-----  
 Starting August 30, when he picks up two more sponsors for an additional half-hour morning cross-the-board ride on CBS, Arthur Godfrey will, single-handedly, account for \$4,500,000 of the network's gross billings, according to Variety. That makes him the No. 1 box-office pull among personalities on the four webs, with Godfrey himself pocketing close to \$500,000 as his share of the take.

Godfrey's Monday night Lipton Tea "Talent Scouts" show brings in \$700,000 in annual gross billings to the web. His half-hour, five-times-a-week Chesterfield program accounts for another \$2,000,000 gross. In August National Biscuit Co. and Goldseed Glass Wax are plunking for \$900,000 each for 15-minute segments, in the 10:30-11 morning stretch. Chesterfields has 11 to 11:30.

X X X X X X X X X X

"Scissors And Paste" continued from Page 14-"Robert Best Gets Life for Treason"

Best was, in the juicy English word, a swine, and, in the shorter and uglier Americanese, a louse. But his treason consisted of broadcasts in which he reiterated from Berlin old arguments that Americans, with our press, our school budget and our vaunted education, should have been able to demolish if they were unsound, and refute if they were false.

Meanwhile, and to this day, on the American scene, the truth of Best's fundamental charge, that the Communists will get us if we don't watch out, has been admitted by the State Department, the Department of Justice, the CIO and President Harry S. Truman.

Best also advised us after Pearl Harbor to abandon our war with Hitler and join him in the fight against Russia. There a treason case may be. \* \* \* \*

Best and the few other Americans who have been sent up on these highly political charges will get out if they don't die untimely. That being so, they deserve about what they are getting.

Our error is that we let journals of the line devil us into confusion with their horror at the awful fate of a lot of Communist traitors who are doing short bits in good jails for perjury and contempt of Congress.

X X X X X X X X