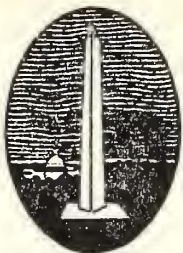


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JUL 16 1948

CHARLES R. DENNY



Founded in 1924

# HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heinel, Editor

BROADCASTING BOARD  
LEGAL DEPARTMENT  
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JUL 16 1948

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No. 1833

*Handwritten signatures and initials in blue ink.*

## BRITISH STILL LABOR AT TRYING TO RAISE PUBLIC RADIO TASTE

The British Broadcasting Corporation keeps everlastingly at its "unwritten requirement" of trying to raise the public taste. This was revealed when Sir William Halsey delivered the Lewis Fry Memorial Lectures in the University of Bristol. His theme was "The Responsibilities of Broadcasting", and the two lectures - respectively subtitled "Within a Nation or Community" and "Between Nations and Communities" - have been reprinted in booklet form by the BBC Publications Department, thus making generally available some pertinent observations and conclusions about the missions of British broadcasting in national and international life.

In his first lecture, Sir William defined the responsibilities of broadcasting as political, cultural, educational, and moral. He showed how, in Britain, the first political requirement - impartiality - was being met by a system that gave general satisfaction.

Speaking of cultural responsibility, he said:

"The written requirement on the BBC to be a means of entertaining, informing, and educating the public is no stronger than the unwritten one to be a means of raising public taste."

But he did not see the responsibility as embracing origination in an art:

"All phases of the individual's and society's development" made the field of the educational responsibility; and he added: ". . . if broadcasting abdicates this part of its mission . . . it will decline from an instrument of social purpose into a some-day-to-be-outmoded toy."

Moral responsibility transcends them all, Sir William concluded his first lecture. Broadcasting was a powerful preceptor in the habits of everyday life; it could seek to establish standards and values, and to show that "the search for truth is endless, and an end in itself."

The Director-General had more to say of the service of broadcasting in the cause of truth when, in his second lecture, he dealt with its international responsibilities. He described the picture here as confused and chaotic, and asked:

"What is the commonest casualty in this new war of words? It is Truth. If international broadcasting has done no other thing in these last ten years, it has made truth less defenceless than it was." Today, he said, it can make available ". . . a well-spring of truth which . . . is bound to do its cleansing and healing work."

To pour through the world "an unending, undeviating, irrigating flow of news" had always been a primary conception of British Broadcasting to audiences abroad. There was that duty; there were,



too, the projection of Britain, the knitting of the Commonwealth, and there was the opportunity of service in the cause of international co-operation.

Sir William Haley ended by stressing the prospective value of the freest possible system of programme exchanges among the nations. The difficulties were inordinate, but the day must come when the best broadcasting of Europe would be placed at the disposal of the listener anywhere.

The BBC is at present completely occupied in preparing for the opening of the Olympic Games in England July 30th and the problem of linking them with audiences in all parts of the world which will necessitate providing facilities for 200 broadcasters who will go to London especially for the great event.

S. J. de Lothiniere, Head of BBC Outside Broadcasting, described the problem as follows:

The Olympic Games last fifteen playing days. They involve 136 different events, which take place at thirty different venues, and which, this year, have attracted competitors from fifty-eight different nations.

Take another look at those few statistics, and then try to imagine how they affect the BBC, which not only has to provide its own coverage of the Games in more than forty languages, but which has to supply for all-comers the necessary outside-broadcasting facilities.

An ordinary "outside broadcast" involves a commentator, two engineers, equipment weighing 200 pounds or so, and two telephone lines linking the venue with the nearest studio centre. An ordinary outside broadcast, too, is planned to fit a definite event: for example, a football match, starting at, say, 3.0 P.M. precisely, lasting ninety-five minutes, and involving a known team "A" against a known team "B".

Now take, by contrast, any one Olympic event out of the 136 - let us say the 100 metres free-style swimming race for men. As I write, it is known (just five weeks before the Games) that the race will take place at the Empire Pool, Wembley, that there will be preliminary heats on the afternoon of Friday, July 30, some time between 2.0 and 5.0 P.M., and that there will be up to eight swimmers in each heat. It is known, too, that there will be other swimming events that afternoon, and that the athletics will be in full swing; also fencing and basket ball.

What is not known is how many of the 200 Olympic broadcasters gathered in London will want to cover those several heats, whether they will want to record or broadcast "live", what languages they will be using, whether any of them will want to link his commentary with commentaries by a colleague from, say, the athletics in the Stadium.

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## TRUMAN ENJOYS FIRST WHITE HOUSE PRESS ROOM TELECAST

The NBC-LIFE team which brought the Democratic National Convention to the nation by television left Philadelphia briefly Monday to televise exclusively the first video program ever to originate in the press room of the White House in Washington. Two cameras from NBC's Washington station WNBW were installed in the press room for interviews with newsmen remaining on the White House "beat" with President Truman while other newsmen and politicians attend the Philadelphia convention.

The program was planned by NBC and LIFE magazine as a convention sidelight. The half-hour White House pickup (5:30 to 6:00 P.M.) was carried on NBC's East Coast television network. NBC Washington correspondents Arthur Barriault and Frank Bourgholtzer and LIFE correspondents Windsor Booth and Ed Jones interviewed other Washington newsmen who regularly cover the White House and travel with President Truman.

In the midst of the program, White House Press Secretary Charles Ross stopped by the Press room and sat down to join the discussion. He reported that President Truman, in company with the White House secretariat, was watching the program in his study, and wished to report that he enjoyed it very much. The President specifically told Ross he wished to compliment Bob Nixon of I.N.S. on his fine appearance before the cameras . . . poking mild fun at Nixon's habit of accentuating his words with his pipe stem. Consensus of the newsmen interviewed was that President Truman will wage an aggressive campaign battle.

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For Release in morning newspapers of Friday, July 16, 1948

## FTC WARNS CHICAGO FIRM AGAINST RADIO TUBE MISREPRESENTATION

Fonotalk Corporation, 3322 West Lawrence Ave., Chicago, entered into a stipulation-agreement with the Federal Trade Commission to stop representing that any radio receiving set contains a designated number of tubes or is of a designated tube capacity when one or more of the tubes referred to are devices which do not perform the recognized and customary functions of radio receiving set tubes in the detection, amplification and reception of radio signals.

The stipulation of facts recites that radio receiving sets represented by the corporation as containing 5 tubes actually contain only 4 plus a rectifier. The rectifier does not perform the customary functions of radio receiving set tubes in the detection, amplification and reception of radio signals, the stipulation sets forth, but instead, serves the auxiliary function of changing alternating current to direct current.

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~~Normal Radio News Service~~ 7/17/10  
DON LEE STATIONS AND LOS ANGELES EXAMINER SIGN LONG-TERM PACT

What is believed to be a unique reciprocal agreement linking the local Don Lee television station KTSN (W6XA0) and radio station KHJ with the Los Angeles Examiner in a long term pact of mutual cooperation was signed in Hollywood last week by Lewis Allen Weiss, Don Lee Executive Vice President, and Richard A. Carrington, Jr., publisher of the famous Hearst morning flagship.

The document, one of the most unusual and probably the first so linking a TV station and a topflight U.S. metropolitan daily, entails the making available by each party to the other of its exploitation values, source materials, and professional and technical staffs.

This includes televising daily at least four station-break patterns of the Examiner masthead, the televising, by live or film whenever practicable, of Examiner-sponsored events, such as The Olympic Game Swim try-outs, the Hearst Gold Trophy Regatta, the Junior Gold Championship, its professional football games, Diamond Boxing Matches, etc.

The video station also agrees to make available any of its own filed to the Examiner; KHJ, on its newscasts, will credit the Examiner as one of its sources of news. City Editor Jimmy Richardson of the Examiner, and Les Mawhinney, radio news bureau chief, will exchange stories and news tips. In many instances, tips from Richardson's desk will send Don Lee telecine newsreel cameramen rolling to spectacular events far ahead of all opposition.

Of wide interest in the newspaper and television industry, is the agreement to permit the station to televise certain local and INP photos, after clearances are obtained.

Also, the Examiner plant at 11th and Broadway in downtown Los Angeles, is made available for "location" television sequences. In addition, there are provisions for the trading of time on KHJ for space in the Examiner.

Both parties have expressed mutual satisfaction over the agreement, which provides each with greater opportunities to serve the public interest, convenience and necessity.

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CODE FOR TELEVISION BROADCASTERS TO BE DRAWN BY TBA COMMITTEE

A program code for the television industry is to be drawn during the next several months and will be submitted to representatives of the Television Broadcasters' Association, Inc., at the annual TBA meeting in December for consideration and approval. A committee, headed by Lawrence W. Lowman, Vice President of the Columbia Broadcasting System, has been appointed to study the problem and draft the first official guide for television programming on an industry-wide basis since the advent of the art. Serving with Mr. Lowman on the committee are Noran E. Kersta, Executive Assistant to the Administrative Vice President in Charge of Television of NBC; Robert L. Coe, Gen. Manager of WPIX and Neil H. Swanson, WMAR-TV, Baltimore.

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## RMA-IRE JOINT TECHNICAL COMMITTEE CREATED TO ADVISE ON RADIO, TV

Creation of a Joint Technical Advisory Committee for the purpose of advising government agencies, such as the Federal Communications Commission, and other professional and industrial groups on technical aspects of radio, television, and electronic problems was announced Monday jointly by the Radio Manufacturers' Association and the Institute of Radio Engineers.

JTAC will report to the Boards of Directors of RMA and IRE, respectively, through Dr. W. R. G. Baker, Director of the RMA Engineering Department, and Dr. Benjamin E. Shackelford, President of IRE, as direct contacts.

Members of JTAC were appointed by the Boards of Directors of RMA and IRE. They were chosen, according to Drs. Baker and Shackelford, "on the basis of professional standing" irrespective of the organizations to which they belong or the companies by which they are employed.

Philip F. Siling, Chief Engineer of the RCA Frequency Bureau, of Washington, was appointed First Chairman of the new committee as a representative of IRE. The Vice Chairman is Donald G. Fink, editor of Electronics, New York, who is a representative of RMA.

The other six members of the eight-man committee are: Dr. Ralph Bown, of Bell Telephone Laboratories, Murray Hill, N. J.; Melville Eastham, of General Radio Co., Cambridge, Mass.; John V. L. Hogan, of Interstate Broadcasting Co., Inc., New York; E. K. Jett, former FCC Commissioner and now Director of the Baltimore Sun's radio and television operations; Haraden Pratt, of Mackay Radio & Telegraph Corp., New York; and David B. Smith, of Philco Corp., Philadelphia. Laurence G. Cumming, IRE technical secretary, is non-member secretary of the committee.

The objective of JTAC, as stated in its charter, is "to obtain and evaluate information of a technical or engineering nature relating to the radio art for the purpose of advising government bodies and other professional and industrial groups.

"In obtaining and evaluating such information", the charter continues, "the JTAC shall maintain an objective point of view. It is recognized that the advice given may involve integrated professional judgments on many inter-related factors, including economic forces and public policy."

JTAC will supplant the Radio Technical Planning Board in its relations with the FCC and other governmental agencies, and the RTPB will be dissolved.

Other functions of the RTPB are being taken over by various technical committees of the RMA Engineering Department and IRE, and both RMA and IRE committees will be called upon from time to time by JTAC for information.

Where a qualified technical group does not exist, JTAC has authority to appoint an ad hoc committee to study and report on particular subjects after which it will be disbanded.

Specific duties of JTAC are outlined in the charter as follows:

(a) To consult with government bodies and with other professional and industrial groups to determine what technical information is required to insure the wise use and regulation of radio facilities.

(b) To establish a program of activity and determine priority among the problems selected by it or presented to it in view of the needs of the profession and the public.

(c) To establish outlines of the information required in detailed form. These outlines will be submitted to qualified groups, as hereinafter defined, who shall study the requirements and supply the required information.

(d) To sift and evaluate information thus obtained so as to resolve conflicts of fact, to separate matters of fact from matters of opinion, and to relate the detailed findings to the broad problems presented to it.

(e) To present its findings in a clear and understandable manner to the agencies originally requesting the assistance of the committee.

(f) To make its findings available to the profession and the public.

(g) To appear as necessary before government or other parties to interpret the findings of the committee in the light of other information presented.

Members of the JTAC are appointed for two years, and the chairmanship will be alternated each year between RMA and IRE representatives.

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#### CODE DRAFTED FOR HEMISPHERE BROADCASTS; ARGENTINA'S RADIO GAGGED?

Last week plans for adoption of uniform legislation governing radio broadcasting in the American Republics were completed by the Judiciary Committee of the Inter-American Association of Broadcasters Congress meeting in Buenos Aires.

Covering 15 basic points, the uniform code is designed to guarantee freedom of expression over the air. It defined broadcasting as a service in the public interest and otherwise it tended to limit government interference with the industry.

To become effective, it must be ratified by a majority of the American governments. It limits official censorship to cases of foreign attack or serious internal disturbances, in which other means of expression, such as newspapers also would be censored.

A resolution praising the National Broadcasting Company and the Columbia Broadcasting System for their work in interpreting the spirit of the Americas throughout the hemisphere was adopted unanimously. The sponsors said this was a tribute to "The Voice of America" programs.

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On Monday, July 12, according to a report to the New York Times by Milton Bracker, the delegates from fourteen Western Hemisphere countries told the Argentine Broadcasters' Association that radio freedom had been virtually abolished in that country. The joint declaration was made at 6:30 A.M. before delegates to the Conference, then in the twentieth hour of the closing session.

The signers were from Brazil, Canada, Chile, Costa Rica, Cuba, Ecuador, El Salvador, Guatemala, Mexico, Panama, Puerto Rico, United States, Uruguay and Venezuela and the Executive Board of the Inter-American Association delegates from Brazil, Cuba, Mexico and Uruguay.

The declaration said the delegates had found nothing to contradict the Association's findings of February 4, that private broadcasting had been virtually taken over by the Peron Government.

The principal section of the declaration read: "Whereas, under the statutes, declaration of principles and code of ethics of our association we are obliged to defend the full liberty of radio dissemination and to point out cases of its total or partial suppression.

"Whereas these sessions have taken place without, despite the opportunities, the true situation that confronts radio in this country having been frankly explained so as to link the forces of Argentine broadcasting with those of all of us toward the realization of our common ideals and principles, the undersigned members of the Board and of the General Assembly of the Inter-American Broadcasting Association

"Resolve that liberty of dissemination as conceived by our Association has been virtually abolished in the Argentine radio."

Eduardo Pellicciari of the Argentine delegation denied the charges, saying:

"Never has an Argentine microphone been used to spread bad feeling with a neighboring country. Never has a syllable been uttered tending to mar brotherhood and cooperation among hemisphere nations. Over our microphones are broadcast only truth and purity."

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#### ABC ASKS MILLION FOR YEAR'S SPONSORSHIP OF WALTER WINCHELL

The American Broadcasting Company, it is understood, has put an asking price of \$1,000,000 on a year's sponsorship of the Walter Winchell weekly program of news commentary. The figure includes the cost of Mr. Winchell's services as well as the cost of fifteen minutes of time on the network at 9 P.M. Sundays. Also included in the over-all figure is the expense of providing a substitute program during the seven weeks per year that Mr. Winchell is on vacation.

Under his contract with the ABC network, Mr. Winchell is guaranteed a minimum compensation of \$520,000 per year, or \$10,000 per week. In terms of time spent talking on the air, this figure guarantees the columnist a minimum of \$666 per minute that he is speaking to the radio audience. His guarantee will be further in-



creased by the difference between this minimum and the amount received by the network after the deduction of operating expenses.

Mr. Winchell and his previous sponsor, Jergen's Lotion, parted company several weeks ago. The ABC chain has made it known that in accepting a new sponsor it would not entertain bids either from a cigarette concern or a soap or cosmetics manufacturer. The restriction is due to the fact that the program offered prior to Mr. Winchell is paid for by a tobacco company and the one following is sponsored by Jergen's.

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#### MARYLAND PRESS AND RADIO NEWS "GAGS" HIT

Maryland State, Prince George County and Montgomery County Press Associations recently announced the formation of a Maryland-wide Joint Committee to fight proposed restrictions on crime-news reporting.

The particular gag rule, known as Rule 9, which was proposed by the Standing Committee on Rules of the Maryland Court of Appeals, would bar newspapers and radio stations from using crime news after a suspect had been arrested, and would prevent State's attorneys, defense attorneys and persons officially connected with a criminal case from commenting.

A copy of the rule was sent to the officials of the National Association of Broadcasters for possible action in support of a fight against the news gag. The rule would be binding on all Circuit Courts.

On Monday, July 12, the proposed court rules which opponents say would "gag" the press in Maryland were attacked by newsmen over Radio Station WGAY, in Silver Spring, Maryland.

Speakers were Joseph M. Mathias, Bethesda attorney and county newsman, who heads the Joint Committee for the Montgomery and Prince Georges press groups; John W. Coffman, Jr., President of the Montgomery County Press Association and editor of the Takoma Journal, and Philip J. Austensen, President of the Prince Georges County Press Association and Maryland reporter for The Washington Post. The program was conducted by Ernie Tannen, "Community Reporter" for WGAY.

Mr. Mathias told the radio audience that facts of the alleged slayer's confessions, his pictures, news that he led police to recover the death knife and other aspects of the crime were barred to Baltimore newspapers by contempt of court rules in that city, comparing information Washington papers gave readers in the recent capture of the alleged Baltimore slayer of two little girls to that printed by "already shackled" Baltimore papers. Mr. Mathias

Mr. Austensen argued that the right of mothers in Washington and Baltimore to know they need no longer fear the attacker "ranks equally, at least, with the right to a fair trial for the slayer." He expressed doubts that full accounts, as printed in Washington papers would in any way interfere with a fair trial of the accused.

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# TREND TOWARD FEWER MAKES OF RADIO SETS; HAVE BEEN NEARLY 800

The immense capital investment required for production of FM radio and television sets is changing the entire character of the radio manufacturing industry, according to H. C. Bonfig, Vice President of Zenith Radio Corporation. Mr. Bonfig spoke at the Mid Year Leadership Conference of the National Electrical Retailers' Association in the Sheraton Hotel, Chicago, yesterday, July 13.

Radio manufacturing, he said, has been a billion dollar business made up of many small and relatively few large manufacturers, but the trend seems to be toward a smaller number of large manufacturers. As an illustration he cited the 788 brands of radio that have been on the market and vanished in the industry's short history.

In the early days, Mr. Bonfig said, radio was an opportunist's business, that "anybody with a few dollars, a circuit diagram, a soldering iron, and a pair of pliers could become a manufacturer." FM and television, however, require such immense facilities for research and production that the day of the fringe operator in radio manufacturing is near an end. As an example he said that Zenith today employs more people in developing and setting up test equipment for television than were employed in the entire factory twenty years ago.

Mr. Bonfig said that the large number of small and sideline manufacturers had led to many unsound merchandising practices, such as dumping, loading dealers with overpriced merchandise and then slashing prices; forcing sale of radio sets on combination deals with other appliances; resorting to various forms of commercial bribery; neglecting to instruct retail salesmen in merchandising features; etc.

Mr. Bonfig asserted that the history of several perennially successful radio manufacturers shows that the radio business can be both stable and profitable, and that those companies which have concentrated on quality and sound merchandising are finding business to be very good today, even though radio sales in general have fallen off.

He said that the changing character of the business must inevitably lead to sounder merchandising and elimination of economic malpractices that have occurred too frequently in the radio industry.

"With AM radio", he continued, "a slipshod manufacturer could get by with poor merchandise. The day when this can be done with FM is nearly gone; and in television the public demands much higher standards from visual entertainment than from sound."

Mr. Bonfig predicted that the radio industry, by virtue of FM and television, is bound to secure a greater share of the consumer's dollar than it has in the past. Although the family budget may remain at a constant figure, he believes that people will generally find ways and means to enjoy all of the new entertainment mediums that radio and television offer.

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## RADIO, TELEVISION BROADCASTS COST NETS MILLIONS

The Philadelphia conventions were losing business for the radio and television networks insofar as cost was concerned. According to Variety, they lost \$1,000,000 on the GOP Convention alone:

It cost the four major radio networks and the four major television webs well in excess of \$1,000,000 to cover the GOP convention. They gave it a total of 120 hours, 34 minutes of aural time and 166 hours, 38 minutes of video time.

Expectation is that by the time the Demo meeting is concluded next month, the overall outlay for coverage by the webs, plus both radio and tele indies, of both conventions, will easily top the \$2,000,000 mark, despite the fact that somewhat less time probably will be devoted to the upcoming session.

The scoresheet, by webs:

ABC - total AM time, 31 hours, 30 minutes; TV time, 42 hours, 30 minutes; total cancellations of commercial programs, \$25,779.31; cost of AM and tele operations combined, \$60,000.

CBS - AM time, 28 hours, 30 minutes; tele time, 39 hours, 15 minutes; AM operating costs, "in excess of " \$100,000; TV costs, \$15,000; AM cancellations, \$155,000; TV cancellations, \$6,150.

DuMont - TV time, 34 hours, 35 minutes; commercial time cancelled, six minutes; overall cost of coverage, about \$28,000. (Web kept commercial cancellations to a minimum by juggling sponsored shows temporarily.)

Mutual - AM time, 34 hours, 45 minutes; AM cancellations, approximately \$25,000; operating costs, \$30,000.

NBC - AM time, 25 hours, 49 minutes; TV time, 50 hours, 18 minutes; AM and TV cancellations, \$300,000; AM and TV operating costs, between \$150,000 and \$200,000. (Web estimates operating costs for the two conventions will total \$300,000.)

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Television Ran Both GOP And Democratic Conventions  
(Robert U. Brown in "Editor and Publisher")

If it can be said that anyone has had a hand in running the National Convention quadrennial circuses in Philadelphia, it has been television that has been master of the shows. This infant in the communications business, still in its swaddling clothes, so appealed to the convention planners that it was given the right of way almost to the exclusion, at least to the detriment of newspaper photographers. The press photographers had to put up a running battle before the convention to preserve some semblance of their rights.

In fact, television had such a hold on the programming that at one point it was seriously being considered by G.O.P. leaders to cancel the Wednesday night session, or to adjourn it early, in favor of the Louis-Walcott fight (later postponed). Radio and television interests having contracts to broadcast the fight did not want to split their small audience between two spectacular shows. They lobbied for all they were worth to get the Republican leaders to help them in their dilemma. It is to the credit of the political



bigwigs that they planned to carry through their program as planned. It would have been a sad commentary on the American political system if such an important event as the nomination of a candidate for President had been allowed to be shoved aside, even for a moment, for a boxing match.

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Barkley Didn't Want To Look Like A Corpse

(Mary Van Rensselaer Thayer in "The Washington Post")

Senator Tom Connally in his long coated black suit, wide brimmed black hat, hurried through the lobby looking like what a Senator's supposed to look like. Upstairs Senator Alben Barkley surrounded by a group of eager sycophants eased through the third-floor corridor shaking hands interminably, fussing humorously about his television appearance, "what shall I wear - they tell me you look like a corpse in a white suit but I've got the finest fitting white suit you ever saw - otherwise I've only got this ittybitty gray striped suit and it looks hot." "Are you going to put on make-up?" we asked. "Sure, - olive oil, purple grease on my lips, everything they have." The Senator sailed on. \* \* \* \*

The three women who will address the convention are Miss Frances Perkins, former Secretary of Labor, Mrs. India Edwards and Congresswoman Helen Gahagen Douglas. India Edwards, and presumably the others, have been noting Republican convention effects with an observant eye. Taking no chances on looking like corpses, they'll be made up to suit the screen by a minion of Hollywood disguiser Max Factor. The makeup gent is kept in mysterious purdah in a hotel bedroom from which he emerges only to work his extraordinary facial alchemy. Yep, the Democrats have benefited by their convention predecessors in every way except one.

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TV Saves Democratic Lost Chord Organist

(Meyer Berger in "New York Times")

A few times during the Republican Convention the permanent Chairman grew extra wrinkles because the organist - seated at a console twenty-two feet under the platform - missed cues from the program director. For this convention a television set was installed for the organist. He can tell to the split-second when a soloist is ready. Eric Wilkinson and William Klaiws, who took turns at the keys, said it worked fine.

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Catholic Church radio services have been cancelled because of interference from officials of the Government-controlled National Radio System, the church organ Magyar Kurir announced Tuesday, July 13, according to the United Press. The newspaper said there had been "certain attempts to limit the church's right in the conduction of its services." It added that the religious programs had been sandwiched between "programs which did not correspond with the dignity of religious programs."

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FCC DENIES USE OF RECORDING DEVICES WITH TELEPHONE SERVICE

At a session of the Federal Communications Commission held at its office in Washington, D.C. on the 12th day of July, 1948:

The Commission, having under consideration the petition filed on June 11, 1948 by Dictaphone Corporation requesting that the Order adopted by the Commission on November 26, 1947 herein, as modified by its Order of May 20, 1948, be further modified so as to provide that the tariff regulations required to be filed by the telephone companies pursuant to said Order of November 26, 1947, as modified, make provision for adequate arrangements for giving warning in connection with any and all listening-in devices which are sold or rented by telephone carriers for listening-in on telephone conversations or which are so usable; and also having under consideration the reply to said petition filed by the Bell System telephone companies;

IT APPEARING, That the matters dealt with by the above orders herein relate to the use, in interstate or foreign message toll telephone service, of electronic and mechanical devices for the recording of telephone conversations, as distinguished from equipment permitting manual recording of or listening-in on telephone conversations;

IT FURTHER APPEARING, That the further modification of said Order of November 26, 1947, requested by the above petition presents questions with respect to non-mechanical and non-automatic devices made available to subscribers by telephone companies and the use of such devices for listening-in on, and the manual recording of telephone conversations; and that, therefore, such questions relate to matters not dealt with by the above orders;

IT FURTHER APPEARING, That the questions presented by the above petition are presently in the process of receiving consideration by the Commission in the light of its letters, dated November 28, 1947, and the replies thereto from the American Telephone and Telegraph Company, on behalf of the Bell System Companies, and the United States Independent Telephone Association, on behalf of the independent telephone companies which are members of that association;

IT IS ORDERED, That the above petition of Dictaphone Corporation is denied.

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HOLLYWOOD TV RADIO CORRESPONDENCE SCHOOL HITS BACK AT FTC

Radio Training Association of America, 5620 Hollywood Blvd., Hollywood, Calif., and its officers filed an answer with the Federal Trade Commission denying charges of misrepresentation in the sale of correspondence courses in radio and television.

The Commission's complaint alleged that the respondents have misrepresented the advantages and benefits which purchasers of the courses could expect to receive and also that the use of the word "Association" in the corporation name of their business is deceptive and misleading.



The answer asserts that any student who has followed the courses of instruction well and has applied himself will have the basic fundamentals, theory and practice that are a necessary prerequisite for one seeking to secure a job as a technician. It denies representing that the mere completion of the course equips one with the necessary qualifications to obtain and hold high-salaried positions in the radio and television industry.

The respondents deny that students completing the course of training are qualified to enter the radio-television field only as apprentices and aver that upon satisfactory completion of their course the student is properly equipped and has the necessary qualifications to demand and obtain a higher salary than that obtainable without such training. They likewise deny the allegations of the complaint that no practical training is given students.

Another allegation denied by the answer is the charge that the use of the word "Association" in the corporate name of the business is deceptive and misleading. The answer joins issue on the allegation that the usage of the word "Association" implies that the enterprise is an organization composed of persons engaged, from an educational standpoint, in giving training in the mechanics of radio and television and as such has some connection with the radio manufacturing and distributing industry.

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"STAND UP TO RUSSIA" - EX. SEN. BURTON K. WHEELER

"We have got to stand up to the Russians in Berlin. If we don't, we've got to get out of Europe. I can't believe that the Russians mean war. I don't think they're prepared for war", Ex. Sen. Burton K. Wheeler, former Chairman of the Senate Interstate Commerce (Radio) Committee, declared upon his return from abroad last week.

Mr. Wheeler said that "some incident may happen in Berlin, or elsewhere that may put us in a war," and added: "We have taken from the Russians much more in the way of provocative acts than we took from even Hitler."

Former Senator Wheeler, arriving from Europe with 937 other passengers on the United States liner "America", declared he had not advocated isolationism, but had believed that the United States should keep out of war unless attacked.

"I'm just as much opposed to getting into a Russian war as I was to getting into the German war or any other war unless we're attacked", he commented. Referring to the situation in Berlin, he said:

Commodore Edward M. Webster, a member of the Federal Communications Commission and an adviser to the United States delegation to the recent International Conference on Safety of Life at Sea, also was a passenger.

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::: SCISSORS AND PASTE :::  
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Tele, A Cop's Best Friend  
("Variety")

Television is newest weapon for criminal investigation, Hazel Park's police chief, Milan Plavsic, declares.

A tele broadcast over WWJ-TV was responsible for the arrest Thursday (1) of John Fedricks, 23, of Dayton, O., wanted for questioning in robberies in Oakland and Macomb counties, Plavsic said.

Fedricks had been driving in midget auto races at the Motor City Speedway on the outskirts of Detroit.

Detective Peter Scott and Patrolman John Meek were making routine bar inspections in Hazel Park when they recognized him during a telecast of the races. The arrest followed.

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Porter, Guest On Truman Yacht  
(Drew Pearson, "The Washington Post")

There was great excitement aboard the President's yacht on a recent trip down the Potomac when Paul Porter, former FCC and OPA boss, turned up among the guests.

Anxiously, a White House aide asked Truman:

"Who invited him, Mr. President? Paul Porter is a spy for the Eisenhower people. He's a vice chairman of the Americans for Democratic Action, which is all-out for the nomination of Eisenhower."

"Oh, don't worry about Paul", replied Truman impishly.

"He's all right. In fact, it's the other way around. He's a spy for me in the Eisenhower camp."

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Television Made Congressman Look Like "Hairless Harry"  
(Genevieve Reynolds in "Washington Post")

Prospects of near future televised political stumping have veteran Congressional campaigners in a quandary. Will their images hinder or abet vote getting?

The awesome puzzler arose when good-looking, fair-haired Representative Richard E. Harless of Phoenix appeared on a television program. Dick, who has tossed his sombrero into Arizona's gubernatorial race, discovered to his chagrin that his sandy-colored hair televised bald.

"Do you think I should get a wig or some sort of hair transformer?" he laughingly inquired of television officials, adding, "I don't want my political opponents dubbing me 'Hairless Harless.'"

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::: TRADE NOTES :::  
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John A. Kennedy, of Stations WCHS, Charleston, West Va., and KSDJ, San Diego, Calif., conferred with President Truman at the White House last Monday.

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The Washington Television Circulation Committee, representing the three operating stations in the District of Columbia, announced last week that as of July 1, there were 13,750 video sets in Washington.

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Station WTOP on Sunday, July 11, was awarded a trophy for "outstanding public service" during the 15th anniversary broadcast of the "Labor News Review with Albert Dennis".

The award was made by a standing testimonial committee representing 175 local labor organizations. It was accepted by Mrs. Hazel Kenyon Markel, WTOP Director of Public Service, Education and Public Relations.

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Appointment of Charles Kelly to the post of Program Manager of television station WNBW was announced last Friday. Mr. Kelly, formerly a WNBW staff producer, succeeds Program Manager John Gaunt who leaves Washington to join the production staff of NBC television in Hollywood, California.

Mr. Kelly joined WNBW just prior to the station's opening on June 27, 1947, after serving as assistant to the Manager of WTTG, the Dumont television station in Washington.

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F. P. Guthrie, Assistant Vice-President of RCA Communications, Inc., in charge of the Washington office, is vacationing with his family at Rehoboth Beach, Del.

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If predictions of Senator Bob Taft (R), of Ohio, come true, it would mean that the Senate Interstate and Foreign Commerce Committee would lose another member. Senator Taft believes Senator Edwin C. Johnson (D), of Colorado, ranking minority member of the Committee, will be defeated.

Two other familiar faces which will be missing will be Senators Wallace White (R), of Maine, and E. H. Moore (R), of Oklahoma, who did not run for re-election.

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Alexander Leftwich, Jr., veteran director of radio, stage, screen and television, has been appointed a CBS Television producer-director, effective Monday, July 19.

Mr. Leftwich has been associated with ABC as producer-director, with The Associated Press as Radio Director of its Air Features, and with 20th Century-Fox and Warner Brothers. At ABC he served on the television production staff.



Sales of electric appliances in Washington and two nearby Maryland counties declined sharply in May as compared with the corresponding month last year.

Television-set sales totaled 1041 during the month as compared with 84 last year, while radio receivers sales amounted to 5,404 against 4,412.

Sales were reported as follows:

	<u>May 1947</u>	<u>May 1948</u>
Radios	4,412	5,404
Radio-phonographs	1,660	749
Television sets	84	1,041
	<u>5 Months 1947</u>	<u>5 Months 1948</u>
Radios	27,539	35,283
Radio-Phonographs	7,724	6,315
Television Sets	971	5,822

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The Democrats, according to the United Press, did not take any chances on the appearance of their party leaders before television cameras at their national convention. Hall King, make-up artist, left Hollywood for Philadelphia last week to add glamor where it is needed. He said that at the Republican convention "Governor Dewey of New York looked as if he had a bad case of 5 o'clock shadow because no one prepared him to appear before the cameras."

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John J. Moran, formerly Sales Manager of the Accessory Division of Philco Corporation, has just been appointed Special Television Representative. Mr. Moran, who has a background of 24 years of experience in the radio and appliance industry and joined the Philco wholesale organization in Philadelphia in 1936, was promoted in 1944 to General Sales Manager of Philco Distributors, Inc., in Philadelphia.

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The American Broadcasting Company has appointed William Dix to handle the sale of political time to the Republican party and Ed Benedict will be in charge of political time sales to the Democratic party, Charles Ayres, Eastern Sales Manager for the network announced last week.

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The sales potential inherent in imaginative and dramatic television display is currently undergoing measurement in Philadelphia, where the Gimbel Bros. and John Wanamaker department stores are devoting 31 display windows and 44 RCA Victor television receivers of all types and price categories to a continuous video program for street traffic.

Both demonstrations, which will continue until after the Democratic National Convention, have already attracted record window audiences and increased store traffic and sales of television and radio receivers.

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The following communications patents were granted last week:  
 A patent on secret communication by radio (No. 2,444,750) by Anna Ptacek of New York City. This invention has a radio sender and receiver synchronized to send and receive on a constantly changing wave length permitting the exchange of secret messages and preventing them from being picked up by receivers not operating at the synchronized wave lengths; No. 2,444,484, a facsimile telegraph signal recorder by Raleigh J. Wise of Dunellen and Robert D1 Parrott of West New York, N.J., assigns to the Western Union Telegraph Company.

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