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INDEX TO ISSUE OF JULY 21, 1948.

Radio, TV, Doom Creaky Conventions; Network Loss Studied.....	1
FTC Will Publish Monthly Its Cease And Desist Orders.....	3
Zenith Sues Sears, Roebuck Charging Cobra Arm Imitation.....	4
New Television Transmitter And Antenna Purchased By WCBS-TV.....	4
Radio Stations Cited For Contempt In Baltimore Murder.....	5
No Radio Legislation Expected At Congress "Turnip" Session.....	7
ASCAP Held Guilty Violating Anti-Trust Laws In Movie Suit.....	8
To Hear American Views On International Telegraph Services.....	9
Transmitter Equipment Sales \$40,351,820 In 1st 1948 Quarter.....	9
CBS Building New Mt. Wilson Transmitter For KTTV, Los Angeles.....	10
WSPD-TV Started Telecasting This Week.....	11
BBC Steps Up Relay Of "Voice" Broadcasts; Best Time Given To U.N.....	11
Gardner Cowles Says U.S. And Britain Set For Reich Showdown.....	12
Scissors And Paste.....	13
Trade Notes.....	15

No. 1834

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July 21, 1948

RADIO, TV, DOOM CREAKY CONVENTIONS; NETWORK LOSS STUDIED

Because of the great development in radio and television coverage, it is believed Congress will do something about streamlining the old-fashioned creaky political conventions. The Republican convention was badly enough drawn out but the Democratic sessions were painful. In both instances, the delay was due to the National Committees having to assure local contributors - hotels, restaurants, etc., - that the conventions would last at least five days and that the voting on the presidential nominations would not begin before Wednesday night or Thursday.

It has even been suggested that the Government itself take over the conventions so they would not have to depend on convention city contributions and thus would be free to conclude their deliberations in the time it actually takes, which might only be a day or two rather than having to stall around almost a week.

As a rule there is great rivalry among the cities for the national conventions and local merchants contribute as high as \$100 to \$150,000 but there is always the string attached to it that the show must go on for five days so that the boys who contributed could get their money back from the visitors.

Another thing that the National Committees realize must be corrected is the excessive loss to the networks in covering these conventions. Official figures now coming in tend to show they probably may not have lost as much as was first thought but that in any man's money it was plenty. There are those who contend the \$1,000,000 estimate made by one of the leading publications as the top red ink figure for the four networks may still not be too high. It will be several weeks before a final report can be made with regard to the radio and television cost of the nation's preliminary campaign fireworks as the conventions of the Southern Democrats and Henry Wallace's boys will yet have to be taken into account.

The National Broadcasting Company's radio and television coverage of the Democratic Convention cost the network a total of \$275,000 in rebates to sponsors for cancelled time and talent. Nine hours of major commercial radio programs were cancelled to permit complete convention coverage.

This figure, according to William F. Brooks, NBC Vice-President in Charge of News and International Relations, does not include the cost of engineering installations and other operational expenses involved in the assignment of 200 NBC employees to Philadelphia for the convention.

NBC's rebates for the Republican Convention amounted to \$325,000 - thus making a total of \$600,000 for the two major national conventions.

NBC devoted 24 hours and 14 minutes of radio time, and 41 hours and 24 minutes of television time, to the Democratic convention coverage.

Columbia's coverage of the Democratic Convention totalled 57 hours and 47 minutes on its radio and television networks. Broadcasting continuously and interspersing its coverage with special programs, CBS-TV devoted 33 hours and 42 minutes to the sessions.

Operation costs for the Philadelphia coverage was approximately \$27,000. Sponsored time and program cancellations for the radio network reached the figure of \$133,264. An additional \$10,000 represented sponsored programs cancelled on television.

The American Broadcasting Company's coverage of the Democratic Convention totaled 20 hours and 40 minutes of radio time, in addition to the extensive television coverage of the convention which ABC provided.

Full operating costs of the network for its radio coverage of the Democratic conclave are placed at approximately \$137,000, of which \$60,000 represents the cost of facilities and \$77,000 the cost of the commercial time cancelled.

Complete over-all figures for total cost and time of ABC's radio coverage of both the GOP and the Democratic conventions indicate that 72 hours and 10 minutes were devoted to broadcasts from the two conventions at a total cost of \$222,000, representing operating costs of \$120,000 and approximately \$102,000 in cost of commercial time cancelled.

Twenty-eight hours of broadcast coverage of the Democratic National Convention brought to sixty-two and three-quarters the total number of broadcast hours devoted by the coast-to-coast Mutual network to its coverage of the 1948 Republican and Democratic nominating sessions. MBS coverage amounted to \$100,000 for cancellations and \$22,500 for coverage.

Commenting upon television's part in the Democratic Convention, Jack Gould wrote in the New York Times:

"... Withal, the twelve hours or more of continuous doings at the Democratic Convention in Philadelphia reaffirmed for a second time that video's influence on politics is going to be great indeed. . . .

"If television adds to the interest of the exciting convention, it also underscores the inertia and indifference of the delegates at a lethargic conclave such as was staged by the Democrats last week.

"If there had been any doubt that television was going to place an increasing premium on personality in politics, it was removed by the appearance of President Truman shortly after 2 A.M. on Thursday. Appearing in a white suit and dark tie, which perhaps is the best masculine garb for the video cameras, the President's performance was probably his most impressive since assuming office.

"He was relaxed and supremely confident, swaying on the balls of his feet with almost a methodical rhythm. But of chief interest was his new style of delivery which well could become a widely-copied pattern on video. His 'semi-ad lib' format, using a minimum of written notes and relying mostly on extemporaneous remarks, enabled him to endow his address with both spontaneity and change of pace. . . .

"Individual honors were divided between CBS and the team of NBC and Life Magazine. For straight adult reporting, seasoned with real humor, the CBS trio of Ed Murrow, Quincy Howe and Doug Edwards was very much in a class by itself. Some of Mr. Murrow's ad lib quips were far and away the most amusing words heard all week in Philadelphia, reflecting as they did a good-natured yet perceptive sense of detachment that was truly mature journalism. In a town overrun with eager beavers, the Messrs. Murrow, Howe and Edwards acted as relaxed and seasoned reporters.

"As they did earlier in the case of the Republican conclave, the NBC-Life team afforded the most elaborate coverage. Many of the feature interviews in 'Room 22' were the most enlightening contributions seen on the screen, and the camera work, particularly in the use of full and sustained closeups, was much the best in Philadelphia. For those who missed parts of the proceedings the film recapitulations of NBC and Life also were most useful. . . .

"An NBC-Life interview - with the members of the Vermont delegation - represented in its concept a significant advance in the use of television. Here was the first effort to correlate the proceedings of a political convention with the individual citizen.

"The program explained how the members of the delegation were selected, how they paid their own bills and what their role was to be. If only for a few minutes, it put the convention in a democracy in perspective, showing why the conclave was more than just a 'show in Philadelphia' only to be observed. If television can underscore the individual's participation in the country's affairs, as was done in this case, video's potential contribution to tomorrow truly defies exaggeration."

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FTC WILL PUBLISH MONTHLY ITS CEASE AND DESIST ORDERS

Commencing July 1, 1948, the Federal Trade Commission will publish monthly in pamphlet form its Orders to Cease and Desist together with Findings as to the Facts, Complaint, and syllabi. These orders, etc., will be printed with their permanent pagination and bound volume arrangement. This pamphlet will make available on a current monthly basis the decisions of the Commission. It is not a substitute for the buckram bound volumes of decision.

The first issue of this publication will be available from the Superintendent of Documents, Government Printing Office, in October, 1948, and will include those orders issued during July, 1948. Subsequent issues will be available in succeeding months.

These pamphlets will be sold by the Superintendent of Documents for 25¢ a single copy, or \$2.50 for a domestic subscription for one year, and \$3.50 for subscriptions in foreign countries.

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ZENITH SUES SEARS, ROEBUCK CHARGING COBRA ARM IMITATION

Zenith Radio Corporation has filed suit in Federal Court against Sears, Roebuck and Company, International Detrola Corporation, and Colonial Radio Corporation, charging them with unfair competition.

The suit charges Sears, Roebuck and Company with the intent and purpose of unfairly competing with Zenith and imposing upon the public and deceiving it into the belief that certain of its merchandise originates or has some connection with the plaintiff and with the purpose of trading upon the reputation and good will of Zenith copied, imitated and appropriated the design of Zenith's famous Cobra tone arm.

The suit also charges that Sears' actions are calculated to deceive or mislead the purchasing public into the erroneous belief that the phonograph pickup arm sold by Sears, Roebuck is the Cobra manufactured and sold by Zenith, or is in some way sponsored or connected with Zenith, and that Sears Roebuck has at times actually expressly represented to the public that its said phonograph pickup arm is a "Cobra" pickup or tone arm.

The suit also charges that Colonial Radio Corporation and International Detrola Corporation have manufactured and are manufacturing the tone arm offered for sale by Sears, Roebuck and Company and that by so doing, Colonial and International Detrola have contributed to the unfair competition upon which the suit is based.

The suit was filed by Irving Herriott and Charles O. Parker as attorneys for Zenith Radio Corporation.

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NEW TELEVISION TRANSMITTER AND ANTENNA PURCHASED BY WCBS-TV

A new five-kilowatt transmitter and special antenna have been purchased by WCBS-TV which will enable the New York television station of the Columbia Broadcasting System to radiate maximum signal permissible under the Federal Communications Commission regulations.

To the general television audience this means, in non-technical terms, that it will receive better pictures, due to the signal's higher quality; interference will be materially reduced, due to higher signal intensity, and the CBS-TV signal range will be expanded.

CBS-TV headquarters at Grand Central Terminal Building are now undergoing complete reconstruction, with new studios being added and much of the very latest technical equipment already installed there.

According to William B. Lodge, CB^U Vice President in Charge of General Engineering, these changes, in tandem with the new transmitter and antenna, will make the station's coverage and quality of service unsurpassed in the metropolitan New York area.

It is expected, he added, that the FCC construction permit will be granted and the new transmitter and antenna installed well before the end of this year.

The new transmitter will be of the latest design capable of delivering a peak power of 5 KW. The antenna will be an array of 16 dipoles mounted on the spire of the Chrysler Building, having a power gain of approximately 4.2. This combination will increase the effective radiated power to several times its present strength.

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RADIO STATIONS CITED FOR CONTEMPT IN BALTIMORE MURDER

Five Baltimore radio stations and a news commentator were cited Tuesday (July 20) for contempt of court for broadcasts involving the knife slaying of Carol Bardwell and Marsha Brill.

The citations, by the Baltimore Supreme bench, are based on a Baltimore court rule in effect since 1939 which restricts the reporting of crime news and photographs of criminal defendants.

Recent proposals that these restrictions be extended throughout the State have been vigorously opposed by Prince Georges and Montgomery County press associations and other groups.

Named in the contempt citations and given until August 16 to answer them were:

The Maryland Broadcasting Co., owners and operators of radio station WITH; James P. Connolly, news editor of WITH; Hearst Radio, Inc., owners and operators of Station WBAL; Baltimore Broadcasting Corp., owners and operators of Station WCBM; Baltimore Radio Show, Inc., owners and operators of Station WFBR; Sidney H. Tinley, owner of Station WSID, in suburban Essex, outside the Baltimore City limits.

The citations are the first of their kind involving radio stations in Baltimore, and are likely to result in an extensive court battle over constitutional rights of newspapers and radio stations, Murrey Marder writes in the Washington Post.

A further test, over the Court's jurisdiction, may develop in the WSID case.

Baltimore Supreme bench rules ban the reporting or broadcasting of any statements an accused person makes after he is arrested, any report or comment on his conduct or his past criminal record, any disclosure of evidence discovered after his arrest, any forecast of the prosecution or defense course of action or any photograph of the accused without his consent.

Also prohibited in a blanket ruling is "the publication of any matter which may prevent a fair trial, improperly influence the court or jury, or tending in any manner to interfere with the administration of justice."

The contempt charge cited the six defendants for broadcasts "embarrassing and obstructing the administration of justice".

No broadcast details were specified in the citations.

The citations did not refer to the Carol Bardwell slaying on June 27, for which Eugene H. James, Baltimore janitor, was indicted for murder by a District grand jury on Monday, but news reports of this case are believed to be a target of the contempt citation.

Baltimore courts have no jurisdiction in the Bardwell case. The only slaying mentioned in the citations is the murder of Marsha Brill, also 11 years old, killed in Baltimore on July 6.

James has been indicted in Baltimore for this murder, and also indicted for the rape-robbery of a Baltimore housewife on June 15. He has pled insanity to these Baltimore charges for which he will face trial there on August 3.

While Washington newspapers, which circulate freely in Baltimore, reported police statements that James had confessed to both slayings and reenacted the Brill murder, Baltimore newspapers could not report this. James' attorney later denied the Bardwell confession.

News services in Washington carried reports on James' Bardwell confession to the rest of the Nation, and the broadcast of these reports in Baltimore may be the basis of the contempt citation.

There was no immediate comment yesterday from any of those cited for contempt.

In January, 1947, the A. S. Abell Co., publisher of the Baltimore Sun papers, and Detective Capt. Henry J. Kriss of Baltimore faced contempt charges on the same court rule in a news story of the accidental shooting of a 13-year-old boy by a 15-year-old playmate who hid the body.

All the defendants were acquitted in this contempt case, involving the publication of a statement by the 15-year-old-boy, giving details of the crime. The Sun papers argued there was no obstruction of justice, no intent to commit contempt, and challenged the court rule on constitutional grounds of freedom of the press.

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Beside the page-oners, newspapering's sideshow stars also were going through their act. Until the last night, Clare Booth Luce, convention-columning for United Features, covered sessions "by television" from her air-conditioned hotel room. Finally, in the press arena, she promptly was besieged by autograph seekers. One, an earnest young man, told her, "I'm a Republican, too."

Mrs. Luce smiled back: "That's nice."

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NO RADIO LEGISLATION EXPECTED AT CONGRESS "TURNIP" SESSION

No one seems to expect anything of importance to be accomplished by President Truman's special session of Congress on "Turnip Day" (July 26) in the way of pending radio legislation.

There is a slight possibility that consideration of Senator Wallace H. White, Jr.'s (Republican of Maine) bill which would ban power above 50 KW until an international agreement is reached, split the FCC into two administrative panels, boost the Commissioners' salaries from \$10,000 to \$15,000 and give FCC program review powers, (Bill S. 1333) might be taken up. The provision to give the Federal Communications Commission program review powers is being contested by the broadcasters. If this bill should be passed by the Senate, it probably wouldn't get very far in the house.

An inquiry is being conducted by a special subcommittee headed by Senator White and comprising Senators White, Charles W. Tobey (Republican of New Hampshire), and Ernest W. McFarland (Democrat, of Arizona). The study deals with both domestic and international matters, broadcasting and non-broadcasting, with emphasis on FCC's licensing and program review activities. The inquiry is not expected to have a full-scale investigation with public hearings, but is believed to be designed more as a guide for future legislation.

There may be some action by Representative Forrest A. Harness' special sub-committee in the House which is investigating the Federal Communications Commission, and which committee has already become active.

Other House bills left over from the second session of Congress are as follows:

H.J. Res. 430, Rep. William Lemke (Republican of North Dakota), directs FCC to assign FM frequencies in the 47-50 mc. range for period of five years at maximum amount of power FM had ever held. No action by House Interstate and Foreign Commerce Committee. No chance.

H.R. 6954, Rep. Lemke, provides broadcasters' right of appeal to courts for reversal of FCC decisions if established appealed decision is or was influenced by or based upon error of scientific or technical fact. In House Commerce Committee. No action taken or expected.

H.R. 3871, Rep. Joseph P. O'Hara (Republican, Minnesota) to strip the Federal Trade Commission of power to issue "cease and desist" orders. House Commerce Committee. No action taken or expected.

H.R. 6373, Rep. Harry R. Sheppard (Democrat, California) to prohibit ownership of stations by networks or manufacturers of radio equipment. House Commerce Committee. No action taken or expected.

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ASCAP HELD GUILTY VIOLATING ANTI-TRUST LAWS IN MOVIE SUIT

Federal Judge Vincent L. Leibell ruled in New York City Tuesday that the American Society of Composers, Authors and Publishers had violated the anti-trust laws by exacting fees from theatres exhibiting motion pictures containing ASCAP music.

His decision was the result of a suit filed in April, 1942, by 164 owners of 200 theatres in the metropolitan area but tried only last March. The owners asserted that since they already had to pay the motion picture producers for the right to show the films, they were being subjected to a double charge when ASCAP demanded fees in connection with the presentation of its music.

Referring to an attempt by ASCAP in August, 1947, to increase substantially the license fees for exhibitors, Judge Leibell said the plaintiffs had shown that "the power which ASCAP has acquired in violation of the anti-trust laws" was a constant threat that might cause loss or damage to them. For that reason, he added, they were entitled to injunctive relief. But he denied their plea for monetary damages on the ground they had failed to prove they had suffered any.

The jurist said the relief to which the plaintiffs were entitled and which will be included in an injunction to be signed by him later included the restraining of ASCAP and its members from "conspiring with motion picture producers for the purpose of including a clause in the contracts issued by producers to exhibitors, directly or indirectly requiring exhibitors to obtain a license from ASCAP as a condition to the exhibition of pictures."

Judge Leibell said that previously ASCAP had granted to producers only the right to record its music, but had withheld from them the right to perform it publicly or to license exhibitors to do so. In 1923, he continued, the organization reached an agreement with exhibitors throughout the country whereby they agreed to pay ASCAP license fees based on the seating capacity of their theatres.

The jurist asserted that his injunction also will restrain ASCAP members from refusing to grant the producers the performance rights to their music when it is included in pictures and it will bar them from licensing these rights to anyone but the producers.

It also will direct ASCAP to divest itself "of all rights of public performance through the exhibition of motion-picture films, of musical compositions which have been synchronized with motion-picture films and to assign said performance rights to the owners of the copyright."

He also declared that "almost every part of the ASCAP activities in licensing motion picture theatres involve a violation of the anti-trust laws."

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TO HEAR AMERICAN VIEWS ON INTERNATIONAL TELEGRAPH SERVICES

In preparing for the Telegraph and Telephone Conference to be held at Paris in May, 1949, the Federal Communications Commission is seeking the views of all parties interested in international telegraph communications, to be considered in formulating proposals for the Paris session.

Accordingly, the Commission has scheduled a hearing, starting August 9, 1948, to obtain expressions by Common Carriers and users of international telegraph services, and of other interested parties, with respect to such charges and services; also what changes, if any, are required in the present International Telegraph Regulations (Cairo Revision, 1938) to make these regulations acceptable to the United States.

Any United States or international government agency can intervene in this proceeding; also any user of international communication who files a notice of intention to do so not later than August 2, 1948.

The following carriers have been made parties to the proceeding: RCA Communications, Inc.; Mackay Radio & Telegraph Co., Inc.; The Commercial Cable Co.; All America Cables & Radio, Inc.; Commercial Pacific Cable Co.; The Western Union Telegraph Co.; Mexican Telegraph Co.; Tropical Radio Telegraph Co.; Press Wireless, Inc.; Globe Wireless, Ltd.; Radiomarine Corp. of America; U.S.-Liberia Radio Corp.; Cable & Wireless (W.I.), Ltd.; The French Telegraph Cable Co.; South Porto Rico Sugar Co., and the American Telephone and Telegraph Co. Summaries of intended presentations by parties will be received up to August 2, 1948.

Commissioners Paul A. Walker and Rosel H. Hyde will preside at the hearing.

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TRANSMITTER EQUIPMENT SALES \$40,351,820 IN 1ST 1948 QUARTER

Sales of radio and television equipment, including electron tubes, totalled \$40,351,820 during the first quarter of 1948, the Radio Manufacturers' Association reported last week. Almost half of these sales, or \$18,053,969, went to the U.S. Government, and \$12,875-186 of the Federal purchases were for radar equipment.

Production of Cathode Ray receiving tubes of the type used in TV sets showed the greatest gain over the corresponding period of 1947. First quarter output of 170,430, this year, was more than three times the production of the first quarter of 1947 when 51,214 such tubes were manufactured. Of the 1948 quarterly output, 158,706 went to set equipment manufacturers, 10,742 to users and distributors, 894 to the U.S. Government, and 88 to export.

Sales of transmitting and communications equipment of all types during the first quarter of 1948 fell below the \$56 million

total reached in the first quarter of 1947, because of a drop in government procurement from about \$40 million to \$18 million. Much of the early 1947 government business was completion of wartime orders.

Transmitting equipment sales were about equal during the first quarters of 1948 and 1947. The 1948 quarterly report totalled \$6,725,385.

FM transmitting equipment sales by RMA member-companies during the first quarter of this year aggregated \$1,615,204 and AM sales in the same category to \$667,435. Studio equipment sales for both AM and FM stations amounted to \$1,193,060 and antenna equipment for AM and FM stations, excluding towers, to \$558,577.

Sales of television transmitting equipment, including studio, transmitter, antenna and associated relays and accompanying receiving apparatus, amounted to \$1,682,615. Miscellaneous broadcast transmitting equipment sales added \$369,048.

General communications equipment sales, including transmitters, receivers, and transceivers, aggregated \$2,878,198 in the first quarter of this year, and marine communications and navigation equipment sales to \$1,389,317.

Sales of aviation communications and navigational equipment, including radar aids, totalled \$683,101. All types of electron tube sales, including Cathode Ray, accounted for \$10,536,935 of the \$40 million total for transmitting equipment and accessories.

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CBS BUILDING NEW MT. WILSON TRANSMITTER FOR KTTV, LOS ANGELES

Construction of a new building atop 5,700-foot Mt. Wilson to house the television transmitter of KTTV, Los Angeles, has been started by the Columbia Broadcasting System for lease to the Los Angeles Times-Mirror Company, the station's permittee.

The 30,000-cubic foot, one-story structure, occupying one of the most advantageous transmitter sites in Southern California, will adjoin the frequency modulation transmitter of Columbia-owned station KNX, Hollywood.

Physical integration of the two buildings and the use of glass paneling will afford visitors in the KNX-FM reception room a full view of the KTTV terminal room with its receiver screens and other terminal equipment used for checking the signal as it goes out over the air. From the same vantage point they will also be able to observe the main KTTV transmitter room.

Ground for the new project was broken soon after the Federal Communications Commission granted a request of KTTV for permission to change its transmitter location from Mt. Disappointment to Mt. Wilson.

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WSPD-TV STARTED TELECASTING THIS WEEK

WSPD-TV, Toledo, owned and operated by The Fort Industry Company, of which George B. Storer, is President, on Monday, July 19, started its first telecasting with a ball game. The station, which operates on Channel 13 (210-216 mc.) and which was equipped at a cost of \$500,000, has a 555-foot antenna tower in the heart of the city. The station hopes to cover a radius of 45 miles.

By Fall, WSPD-TV hopes to be linked by coaxial cable and radio relays with St. Louis, Chicago, Milwaukee, Detroit, Cleveland, Buffalo and New York.

It is planned to use \$30,000 video equipment in covering games of the Toledo Mudhens from Swayne Field. In order to protect the equipment a special platform on the second deck of the stands has been partially enclosed by heat-tempered plate glass through which the cameras will shoot most action. Made by Libbey-Owens-Ford Glass Co., the glass is a plate 4 x 9 feet and one-half inch thick. It provides clear vision and is said to be five to seven times stronger than ordinary plate glass with greater resistance to shocks.

Steve Marvin, who started in video in 1940 at WCBS-TV, New York, is Production Director. Film director is Elaine Phillips, who started in TV in 1943 at WBKB, Chicago and set up and directed the Film Department at WWJ-TV, Detroit. Ashley Dawes is remote Director and Art Director is Jerry Peacock.

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BBC STEPS UP RELAY OF "VOICE" BROADCASTS; BEST TIME GIVEN TO U.N.

A new arrangement with the British Broadcasting Corporation to make the "Voice of America" heard more clearly in Europe was announced last week by the State Department.

BBC started using additional radio transmitters Sunday to relay the United States' official broadcast to most countries on the Continent. Assistant Secretary George V. Allen said the purpose was to "insure a larger listening audience in this vital target area".

"Voice" programs to Europe already are relayed by BBC for three hours a day. Under the new arrangement five additional transmitters will be devoted ultimately to increase this period to nine hours a day.

The American programs also are relayed for eight hours a day through a transmitter at Munich, Germany. Many of these will be duplicated by the BBC. Officials said it had not been decided whether the BBC would relay programs to Russia. They said no new programs would be added for the time being.

Plans are going forward meanwhile for new transmitters in Europe and the Pacific areas, for which Congress voted \$4,500,000 in this year's appropriation for the State Department.

The Voice of America is donating one hour of its best radio time for Spanish and Portuguese language broadcasts to Latin America for the United Nations. Five short-wave transmitters - WNRX, WRCA, WCBX, WLWL-1 and WLWL-2 - are made available to the U.N. information office for Latin America programs from 7 to 8 P.M. (EDT).

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GARDNER COWLES SAYS U.S. AND BRITAIN SET FOR REICH SHOWDOWN

Gardner Cowles, the writer of the following dispatch is President of the Cowles Broadcasting Company (WOL), in Washington, D.C., Chairman of the Board of the Minneapolis Star and Tribune Co., President of Look Magazine and of the Des Moines Register and Tribune.

Writing, with a London, July 17 date line, Mr. Cowles says:

"The United States and England have decided on a showdown with Russia to achieve a peace settlement even at the risk of war.

"Their hope is that if we can convince the Kremlin that we are ready to fight, as the only alternative to further appeasement and retreat by us in Eastern Europe, then Russia will decide the time has come for a general peace settlement.

"Top British and American officials have concluded that continuation of the present constant threat and apprehension of war would prevent any real recovery in Western Europe, even with aid under the Marshall Plan.

"Hence the only alternative is to try to force a general peace settlement, setting the boundary of the Soviet sphere of influence at a line we feel we can permanently hold by military, economic and political means.

"Then and only then do our officials feel Western Europe and England can permanently be reconstructed.

"This is the meaning of our present firmness in Berlin. Our officials believe anti-Soviet feeling is rising in Germany, Scandinavia, Czecho-Slovakia and in the Balkans. They feel that this is the strategic time to force a showdown with Russia.

"If the Kremlin is really determined on war it is better to have it now, they reason, than a year or two hence, when Western Europe might be discouraged about recovery and uncertain about American support.

"Both the Labor Government and the Conservative Party in England are united in feeling that any retreat from Berlin would be another Munich, which would so disillusion all Europe as to make it an easy prey for Communist conspiracies.

"Our officials expect to take the Berlin dispute before the United Nations' Assembly soon to get an overwhelming vote approving our position and censoring Russia, hence strengthening our moral position in the eyes of the world opinion.

"The next 90 days may well bring war or the basis of a permanent peace.

"Thirteen top men in the Kremlin will decide which it is to be."

(Released by the Minneapolis Sunday Tribune.)

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 ::: SCISSORS AND PASTE :::
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Peron's Radio
 ("Washington Post")

There is a delightful irony in the condemnation of Argentine radio policy by the Inter-American Broadcasting Association meeting in Buenos Aires. President Peron himself had assured members of his faith in unhampered freedom of the air and opposed "all attempts to restrict it regardless of the ideological pretext that may be adduced." But delegates were not taken in by this whitewash. Reaffirming the finding of the association made in February, representatives of 14 nations went on to sign a declaration stating, among other things, that "liberty of dissemination as conceived by our association has been virtually abolished in the Argentine radio."

In all probability delegates were struck by the inconsistency between Peron's pronouncements and the actions of his government. Inconsistency, however, is Peron's middle name. If there is anything that has marked the dictatorial tendencies of the Peron regime, it has been the systematic suppression of opposition thought in both radio and the press. It is worth noting that despite Peron's friendly words, members of the opposition were unable to buy radio time during the political campaigns in February and March of this year. Some details of the kind of velvet intimidation exercised by the government are given in a recent article by Philip Hamburger in the New Yorker. Broadcasters have been cowed into silent submission by the fact that the government controls licenses and can revoke them at will. By the same token, private stations are forced to broadcast gratis daily government "news" programs in which frequent denunciations are made of Peron's enemies. Indeed, so tender is the concern of Peron for the fare of Argentine listeners that recently a popular radio actress suspected of anti-Peron views was forced off the air for using "slang".

Peron's contempt for objectivity was never better demonstrated than in his choice of a delegate to the United Nations Conference on Freedom of Information this Spring. He picked, with consummate gall, the chief Argentine censor! The nose-tweaking administered by the broadcasting association in Peron's own capital was an act of courage that emphasizes the wide gap between his lip service to freedom and the genuine article. The significance of this reaffirmation of principle is that Peron's restrictions are now bucking not only the democratic forces within his own country but also the unified opinion of the hemisphere.

TV Has Made Old Vaudeville Acts More Alive Than Ever
 ("Parade")

Any adult who was ever in the audience or on the stage of New York's Palace theater during the 1920's would heave a nostalgic sigh while chatting with Edward Sobol, National Broadcasting Company director-producer of the Texaco Star Theater, an hour-long television show patterned after the fast-paced vaudeville shows which were popular years ago.

Ed, Brooklyn born and in show business since boyhood, made his "big time" debut in that mecca of all variety artists - the Palace - in the 20's when top billing was being given to such headliners as Jimmy Durante, Sophie Tucker, Bill Robinson, Fred Allen, Willie Howard, Harry Richman and many others.

But the advent of the talking picture closed the Palace as a vaudeville house as it did so many other theaters throughout the country, and the big names went into temporary eclipse. So did vaudeville. So did Ed Sobol. But not for long, relatively speaking.

Ed Sobol in turn became an agent, stage manager, director, and in 1939 joined NBC's television staff. Since that time except for a period when he supervised 16 U.S.O. shows for overseas entertainment, television has been his one interest. He has used it to bring back his first love - vaudeville - to the American public.

The effect of television on other entertainment mediums will vary, Ed claims, but generally will be beneficial.

"Every new entertainment medium creates new interest in others", he says. "As a result of radio broadcasts, attendance at concerts increased. I believe that as a result of television, movie attendance will increase. When we televised parts of a few Broadway shows - somewhat in the manner of movie trailers but a little longer - box office receipts on nearby Broadway went up."

What about television's effect on radio?

"Well", Ed says, "as interest in television goes up interest in radio must go down. But television will need more people as time goes on, artists, engineers, etc., and a great many now in radio will be absorbed by television."

Will vaudeville, because of television, become more popular in the future than it was once?

"I'd rather not speculate on that," Ed replies "but I'll say this: Television will enhance any variety program. In the old days, the intimacy so important to a variety program was lost in large theaters. With television, we can put the act right in the lap of the audience."

"That old chestnut about vaudeville being dead is wrong", he adds happily, "it never has been. But with television it's more alive than ever."

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A Hitch Listen

(Robert G. Fagan in "Reader's Digest")

One morning driving through the Poconos, I picked up a local lad about 15, who was headed "down the road a way." He asked if he could play my radio, quickly turned the dial to Fred Waring's program. Waring's music seemed to send the youngster out of this world, and he leaned back listening in ecstatic silence. Soon as the program ended, he asked to be let out. We were passing through dense woods, and I asked, "But why do you want to be let out in this lonely spot?"

"Well, Mister, it's like this. I like Fred Waring's program. We ain't got any radio in our house, so every morning I get out on the road and when I see a car with an aerial I stick out my thumb - you know the rest. Now I'll hitch a ride back home."

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:::: TRADE NOTES ::::
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At the annual meeting of the American Telephone & Telegraph Company recently a stockholder asked the company's new president Leroy A. Wilson what compensation he was to receive. Mr. Wilson replied that his salary was \$125,000.

This stockholder asked if the company planned to use television as an advertising medium. Wilson replied that consideration was being given to this but that no immediate plans have been developed.

Admiral Corporation and Subsidiaries - Six months to June 30: Record net earnings of \$1,237,297, equal to \$1.37 a share, of which \$706,887 was earned in second quarter. Net earnings for 1947 half were \$854,456 or 97 cents a share and \$342,995 for June quarter a year ago. Sales reached new high of \$27,386,344, an increase of \$5,837,558 over first half of 1947.

Telegrams now can be sent to and from radio-telephone equipped automobiles, trains, airplanes, busses and inland waterways boats, Western Union announced Tuesday, June 20. Senders of telegrams to a mobile unit are expected to furnish an approximate address.

July 23, 1948

For release Friday, /

According to the fourth quarterly report made public jointly Friday (July 23) by the Federal Trade Commission and the Securities and Exchange Commission, the net income after taxes of all U.S. manufacturing corporations amounted to \$2.6 billion for the fourth quarter of 1947. The figures reported show that the net income after taxes in the fourth quarter was about \$130 million more than in the third quarter and about \$60 million more than in the second quarter, but was about \$100 million less than in the first quarter of 1947. The total net income after taxes for the four quarters of 1947 aggregated \$10.1 billion.

The total sales of all manufacturing corporations, according to the report, amounted to \$41.2 billion during the fourth quarter of 1947, or about \$3.9 billion more than in the preceding quarter. Costs and expenses were estimated at \$37 billion, a rise of \$3.6 billion over the third quarter. The total sales for the four quarters of 1947 aggregated \$150.7 billion. Provision for Federal Income taxes amounted to \$1.6 billion in the fourth quarter. The dividends paid in the last quarter of 1947 amounted to \$1.4 billion and reflected the usual year-end seasonal influences, being higher than the average of the previous quarters.

Sunday evening, June 25, the one-hour (9-10 P.M.) broadcast is the last of four Watergate concerts in Washington carried by WTOP as a public service, in cooperation with the Board of Trade and the National Symphony. WTOP has donated the time and broadcast facilities, and was active in the initial drive to obtain financial guarantees which made the 1948 Summer symphony season possible. It was the offer by WTOP to broadcast the concerts that set off the finance drive among Board of Trade members that saved the symphony from disbanding for the Summer.

Broadcasting stations have been urged by the Radio News Committee of the National Association of Broadcasters to re-examine periodically their news organizations to continue to improve professional standards and coverage of local news especially.

Meeting at NAB headquarters here, the Committee also voted to continue the NAB radio news clinics, which were begun in Springfield, Ill., in 1945. The clinics are workshop sessions for radio newsmen and management within NAB districts.

Harry R. Lubcke, Don Lee Director of Television, is a guest of the Rotary Club in Stockton, California, today (Wednesday). Following a luncheon, Mr. Lubcke will address the meeting on "Television".

G. E. Gustafson, Zenith Radio Corporation's Vice President in Charge of Engineering, received the President's Medal of Merit July 14 for his contribution to victory in World War II. The medal was presented at a luncheon sponsored by the Chicago Association of Commerce and Industry.

The Medal of Merit is the highest award given civilians by the President of the United States. It was presented to Mr. Gustafson for his war work as chief of Zenith's engineering research, which helped make possible that company's successful production of war material, including the V-T proximity fuse.

Mr. Gustafson worked his way to the vice presidency of Zenith from the post of development engineer, his assignment when he started with that company in 1925. He subsequently became Chief Engineer of the radio station the company then maintained at Mt. Prospect, Ill., later moving back into development work at the factory. In 1934, he was made Chief Engineer in charge of all engineering work, and in 1943 was elected Vice President by the Board of Directors. In the latter two positions, Mr. Gustafson had complete charge of Zenith's engineering work during the war period.

Paul Porter, former FCC and OPA head, has been asked to write a new price-control bill by President Truman, according to Drew Pearson.

An automatic tuning control for radio apparatus (No. 2,444,840) invented by Richard W. May of Cedar Rapids, Iowa, was assigned to the Collins Radio Company of Cedar Rapids, last week.

Among a total of 17 devices, assigned by their inventors to the Federal Telephone and Radio Corporation of New York, were an obstacle detection and communicating system (No. 2,444,452) by Emile Labin of New York City, and a static reducing pulse receiver (No. 2,444,455) by Mr. Labin and Ross B. Hoffman of East Orange, N.J.

The voice of the late Charles P. Steinmetz, one of the greatest of modern mathematicians, turned on floodlights last week in Schenectady, N.Y., on a new fountain dedicated to his memory.

During dedication of the fountain, a gift to Schenectady by the General Electric Company, a talk recorded by Mr. Steinmetz more than twenty-five years ago was played over a public address system. The voice, picked up by a microphone, was passed through electronic relays to turn on the fountain's colored floodlights.

Mr. Steinmetz was chief consulting engineer for General Electric at his death on October 26, 1923.

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