



Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heinel, Editor

NATIONAL BROADCASTING CO., INC.

LEGAL DEPARTMENT
RECEIVED

AUG 13 1948

INDEX TO ISSUE OF AUGUST 11, 1948

Senate Plans Revealed For Its Own Full Scale FCC Probe.....	1
WJZ-TV Dedicated; WMAL To Expand Service With Opening Of Station...	4
TV Set Radiation Rating Standard Proposed By RMA Eng. Group.....	5
Newspaper Gains Ads As Radio Feels Drop.....	5
Mackay Radio Charges FCC Increased Rate Overseas Insufficient.....	6
"Tam" Craven Receives American Legion "Certificate Of Merit".....	6
Coy Reassures Broadcasters On Libel Cuts.....	7
CBS Video To Serve 80 Stations By 1951.....	8
ASCAP Retains Patterson To Represent Them.....	9
RMA Gives Out With Radio Week Plans.....	10
Sol Bloom Wrote It But Couldn't Get The \$19,000 Prize.....	10
Tri-State News Assn. Joins Fight On Baltimore Press-Radio Gag.....	11
Ethridge Appointed Adviser To Marshall.....	11
Radio Tube Makers May Be Forced To Increase Prices.....	12
Pres. Truman Signs International Telecommunication Ratification...	12
Scissors And Paste.....	13
Trade Notes.....	14

No. 1837

John My L K P

August 11, 1948

SENATE PLANS REVEALED FOR ITS OWN FULL SCALE FCC PROBE

Not to be overshadowed by the Select Committee of the House which started last week to investigate the Federal Communications Commission, Senator Charles W. Tobey, of New Hampshire, heading a subcommittee of the Senate Interstate and Foreign Commerce Committee, which is also to probe the FCC, has just released the preliminary agenda of a study of the whole communications field which his Committee is about to undertake. The other members are Senators Albert W. Hawkes, of New Jersey, and Ernest W. McFarland, of Arizona.

Senator Tobey said he does not expect to begin hearings before the next session of Congress convenes. However, assembly of data will start at once and be carried on during the Congressional recess.

Pointing out that the schedule outlined is extremely broad and covers every phase of communications, Senator Tobey made clear that the subcommittee is particularly concerned with international common carrier communications.

"With the communication problems of the last war fresh in their minds", Senator Tobey said, "the military agencies are vitally interested in attempting to prevent a repetition of difficulties then encountered. Our American common carriers face major financial problems. Fortunately, Senators Hawkes and McFarland of our subcommittee have studied this situation in the past and are quite familiar with the background. We must attempt to find some solution not alone for the sake of our military defense, but as well as for our peacetime commercial benefit."

"Speaking for myself", the New Hampshire Senator continued, "I also am very much interested in the non-common carrier phases of the study. I have followed closely Commission decisions relating to allocations of frequency space for the various types of services and I know that it has before it in the immediate future the problem of more space for television so that a monopoly-free, nation-wide service may be provided. I am very much impressed with some of the new blood in the Federal Communications Commission and I am confident that some mistakes of the past will not be repeated."

Senator Tobey indicated that his colleagues on the Committee might be expected to give close attention to communications treaties and conventions. While declining to elaborate, it was deemed significant that the agenda programmed a specific study of State Department procedure in negotiating such agreements with the further objective of determining whether basic organic communication law had been modified or violated by such agreements. It was learned that Senator Tobey sometime ago had obtained from the State Department answers to a series of questions designed to make known the experience and background of all officials in the Communications Division as well as an analysis of all commercial and private interests who had been represented at international conferences for some years.

One phase of the agenda indicated that the subcommittee would give particular attention to lobbying. Committee members refused to discuss the matter in detail but it was learned that Chairman White, as well as several members of the Committee, were interested in the position taken by the National Association of Broadcasters on legislative matters and that questions had been asked from time to time as to the extent to which the Association had the right to speak for the more than 2,000 radio broadcast stations in the United States, as well as the question of whether its spokesman should be registered as a lobbyist.

Senator Tobey said that before the study was completed, he expected to give further attention to the question of patent controls in the industry.

The agenda for the Senate investigation follows, although the subject matters may not necessarily be taken up in the order listed:

I. Commission Procedure and Broadcast Problems

A. Preliminary survey of Commission operations by a member or members of Committee.

1. Prepare outline of organization, functions, personnel and workload of Commission.
2. Outline of Commission's procedure in handling applications for licenses - broadcast, common carrier, safety and special service.
3. Survey of Commission authority and policies in determining qualifications, character and performance of new applicants and existing licensees in connection with public interest clause of Act, including digest of specific cases bearing on these points; can "public interest" be defined; should scope of authority be narrowed or broadened?
4. Survey of influence and pressures exerted within industry and on Commission and Congress by individuals, corporations, and organizations, including trade organizations as related to administrative and legislative policies; to what extent trade organizations properly represent industry; setup of trade organizations as related to Title III of Congressional Reorganization Act (Regulation of Lobbying) and anti-trust statutes.
5. Frequency Allocations: Have Commission outline policies presently followed in making frequency allocations for all services; what present and probable demands for frequency space are and will be; what prospects are (based on best industry and government experts viewpoints) for additional frequency space; what new services or enlargements of present services are anticipated and general effect on and value to public.
 - (a) Survey by Committee through series of consultations with industry leaders and Commission officials as to licensing practice of government; degree of

competition to be permitted; should standards be flexible and in hands of FCC or specific in Act; with respect to broadcasting, question of power and use of channels; expected growth in safety and special services and policy to be followed therein.

- B. Prepare report and recommendations, with specific attention to legislative recommendations, section by section, re Commission organization, procedures, and policies.

II. Common Carrier Problems

A. International Carriers

1. Bring up to date Committee's study on American international carriers and their problems, re regulatory policies, financial conditions of carriers, question of merger, adequacy from defense standpoint.
2. Series of consultations by Committee members with (a) officials of international carriers; (b) communications experts of armed services; and (c) survey of American communication facilities and arrangements with foreign carriers in all countries of this hemisphere.
3. Prepare report on above making recommendations for legislation, and correlating with report under I-B.

B. Domestic Carriers

1. Initiate study, securing Commission views and experience, of situation and problems of domestic carriers, degree of competition; survey of regulatory practices and policies particularly with respect to where state jurisdiction begins or should begin; accounting practices; prices of telephone equipment; effect on toll charges; licensing contracts; telegraph problems, specifically those of Western Union; telegraph service; what should be done about Western Union cables.
2. Series of consultations by Committee members with officials of telephone and telegraph carriers.
3. Prepare report on above, outlining findings and making legislative recommendations, correlating with report on II-A(3) and I-B.

III. Treaties and Conventions

- A. Obtain outline of pertinent facts contained in all international telecommunications treaties to which U.S. is signatory.
 1. Analysis by Committee to determine to what extent these are in conflict with one another; whether they are in public interest; to what extent they have modified, altered, or violated organic statute.
 2. Consultations by Committee members with State Department and Commission officials to determine whether existing procedure for conducting such negotiations are sound and in public interest; to what extent practices and policies should be changed.

3. Prepare report on findings, with recommendations on points covered in (1) and (2).

IV. Secrecy of Communications

- A. Hearings by Committee (possibly executive) to learn from Armed Forces, Commission, State Department, and Justice Department officials the policy re wire-tapping, extent to which private communications are to be private.
 1. Prepare report on above with specific legislative recommendations.

X X X X X X X X

WJZ-TV DEDICATED; WMAL TO EXPAND SERVICE WITH OPENING OF STATION

At the dedicatory ceremonies of WJZ-TV, ABC's key television station, last night in New York, the speakers included Wayne Coy, Chairman of the Federal Communications Commission, speaking from Washington, who welcomed WJZ-TV to the video lanes; Mayor William O'Dwyer, of New York; Grover Whalen, Chairman of the Mayor's Committee for commemorating the city's Golden Jubilee (City of New York); Mark Woods, President of the American Broadcasting Company, and Edward J. Noble, President and Chairman, respectively of the Board of the American Broadcasting Company, and other distinguished speakers.

The main attraction of the opening night entertainment came from the Palace, which reverted to vaudeville for the occasion, suspending for one day its continuous exhibition of motion pictures. Among the headliners were Beatrice Lillie, Ray Bolger, James Barton, Buck and Bubbles, Ella Logan and Pat Rooney, Sr.

Part of the video's premiere was linked up with the golden anniversary of New York, pick-ups in this instance centering on a parade and block party in Duffy Square. In the parade were horse-drawn fire engines and street cars, as well as the newest police wagons and emergency units. There also was an eighty piece combined Police and Fire Department band.

The International Alliance of Theatrical Stage Employees, AFL, the organization of stagehands threatened to postpone the opening at one time and Monday assailed the temporary injunction obtained by the ABC in connection with last night's premiere of WJZ-TV. The injunction against the Union was issued on Monday by Judge Samuel H. Kaufman in United States District Court on petition of the National Labor Relations Board. Judge Kaufman granted a restraining order prohibiting union interference with the ABC's inaugural program last night.

Charles T. Douds, Regional NLRB Director, pointed out in his petition to the court that ABC already had spent \$29,000 on the premiere and that ABC's investment of \$3,000,000 in television during the last four years would be jeopardized if the opening were cancelled.

The Evening Star's television station WMAL-TV, in Washington, D. C., will be able to present a greater variety of programs with the opening of the new WJZ-TV station.

Fred Shawn, Manager of Television and Broadcast Operations for WMAL-TV, WMAL and WMAL-FM, the three Evening star stations, explained that ABC will be able to expand programs originating in New York because of its new station there.

But WMAL-TV will continue to carry certain Columbia Broadcasting System television programs in Washington, giving that chain an outlet here. This, Mr. Shawn said, is purely a temporary working agreement between WMAL-TV and CBS. This means that WMAL-TV will continue to carry both ABC and CBS programs.

X X X X X X X X X

TV SET RADIATION RATING STANDARD PROPOSED BY RMA ENG. GROUP

With the aim of improving the operation of television receivers through the limitation of TV set radiation, the Executive Committee of the Receiver Section, RMA Engineering Department, has recommended to RMA members adoption of standard radiation rating of TV receivers, the Radio Manufacturers' Association said last week.

The proposed standard was recommended by the RMA Committee on Television Receivers, of which I. J. Kaar, of General Electric Co., Syracuse, N. Y., is Chairman, and was approved by the Receiver Section's Executive Committee headed by Dorman D. Israel, of Emerson Radio & Phonograph Corp., New York.

The proposed standard defines the radiation rating of a television receiver as follows: "The radiation rating of a television receiver is related to the tendency of the receiver toward local oscillator radiation and, for operation on channels 2 to 6 inclusive, is defined as numerically equal to the value of the field strength laid down at 1,000 feet from the receiver under conditions especially favorable to oscillator radiation . . . "

The recommended "limits" of television receiver radiation, as stated in the proposed standard, are: "The rating of a television receiver on channels 2 to 6 inclusive, defined and determined as above, shall not exceed 25 volts per meter".

X X X X X X X X X X X

NEWSPAPER GAINS ADS AS RADIO FEELS DROP

Newspapers showed the greatest gain in national advertising of any major media during June, a United Press report said last week. Printers' Ink magazine disclosed the information. Newspaper advertising rose 2 per cent over its level for the previous month, while magazine space advanced by 1 per cent. Radio dropped 4 per cent and outdoor advertising fell off 15 per cent, the publication said.

X X X X X X X X

MACKAY RADIO CHARGES FCC INCREASED RATE OVERSEAS INSUFFICIENT

All America Cables and Radio, the Commercial Cable Company and the Mackay Radio and Telegraph Company, through James A. Kennedy, Attorney in supplementing their petition with the Federal Communications Commission for reconsideration of increased charges for communications services between the United States and overseas and foreign points, state there is an urgent need for outbound rate increases substantially in excess of those which have heretofore been authorized by the Commission.

In summary, the Mackay petition states, it is apparent that the rate increases authorized by the Commission in its Reports of July 30, 1947 and April 22, 1948 have not met the requirements of the carriers for additional outbound revenues and that, as a result of the decline in traffic volume, the rate increases authorized have not produced the additional revenues intended by the Commission. Consequently, despite an experienced reduction in operating expenses in May, 1948, AAC realized net operating revenue of only \$46,615, CCC suffered a net operating loss of \$138,632, and Mackay also experienced a net operating loss of \$105,204, with a combined net operating loss for the AC&R companies of \$197,221 for that month.

X X X X X X X X

"TAM" CRAVEN RECEIVES AMERICAN LEGION "CERTIFICATE OF MERIT"

Commander T. A. M. Craven, U.S.N. retired, Vice-President of the Cowles Broadcasting Company (owners of Station WOL in Washington, D. C.), received an American Legion "Certificate of Merit" last Thursday, August 5, at the Legion Convention at the Hotel Statler in Washington.

Commander, formerly a FCC Commissioner, was selected to receive this honor because of his "splendid service to and cooperation with the American Legion and its activities during the past year."

In addition to Commander Craven, "Certificates of Merit" were awarded to: Hon. Tom C. Clark, Attorney General of the United States; Arthur E. Fleming, Chairman, Civil Service Commission; Capt. Albert L. Bullock, Commanding Officer, 13th Precinct; Harold Hegstrom, Superintendent, National Training School for Boys; and J. M. Hendrie, Distribution Manager, Chevrolet Division, General Motors Corporation.

X X X X X X X X X X

With an eye to future exports of American television transmitters and receivers, several RMA agencies are taking initial steps to develop a future market overseas for such American television apparatus. While there is virtually no present foreign market for American television, domestic demands being far above possible current TV production, the industry through RMA plans to develop and insure a future overseas market.

X X X X X X X X X X

COY REASSURES BROADCASTERS ON LIBEL CUTS

A hearing was held by a special House Investigating Committee last week to clarify the Federal Communications Commission's recent decision that the Federal law banning censorship of broadcasts by political candidates applies even to libelous remarks.

Wayne Coy, Chairman of the FCC, was quoted at the hearing as saying that radio stations handling political speeches would have nothing to worry about if they do not discriminate between candidates.

He would go no further at the hearing, but afterwards, Chairman Harness (R), of Indiana, said Coy told him that stations may continue to delete defamatory, libelous or slanderous statements from political broadcasts without fear of FCC action.

"For the time being, at least, until the matter is settled, the honest and conscientious broadcaster who uses ordinary common sense in trying to prevent obscene or slanderous or libelous statements from going over the air need not fear any capricious action", Congressman Harness quoted Mr. Coy as saying.

Mr. Coy said at the hearing that the FCC has to enforce the law, but "no broadcaster will get into serious trouble who treats candidates of all parties fairly."

To a reporter questioning him for clarification afterwards, Mr. Coy said that "the important thing" is for stations not to discriminate in their handling of political scripts.

He told the Committee he realizes the difficulties confronted by some stations because of State libel laws and said each case will be judged on the facts.

Before Mr. Coy testified, representatives of major radio networks disagreed over whether the Federal law banning censorship of political speeches prevents deletion of libelous statements.

Gustav B. Margraf, NBC Vice-President and General Counsel said NBC for many years has felt a station cannot force a political candidate to cut libelous statements from a speech. He said he believes the Commission's interpretation of the law in that respect is "reasonable".

But Joseph H. Ream, Executive Vice-President of CBS, said he thinks Congress intended to prevent radio stations from discriminating against candidates but not to require them to let defamatory material go over the air. If stations are barred from any censoring of such speeches, he said, broadcast political discussion could fall "to the same level as in poolrooms, or smoking cars."

Don Petty, counsel for the National Association of Broadcasters, agreed with Mr. Ream that the Commission had misinterpreted the intent of Congress.

Louis G. Caldwell, attorney for the Mutual network, said, however, that he is "inclined to agree that it is censorship not to take a speech because it includes defamatory matter."

CBS VIDEO TO SERVE 80 STATIONS BY 1951

The Columbia Broadcasting System disclosed plans last Sunday to expand its television network to serve 80 or more stations within the next three years.

"This may be a rather startling announcement to those who recall that CBS Television -- now linking New York, Philadelphia, Baltimore, Boston and Washington -- was represented at the beginning of the year by one station -- WCBS-TV, New York", says Herbert V. Akerberg, CBS Vice-President in Charge of Station Relations. "But as is pretty often the case with apparently startling and sudden developments, a look behind the scenes reveals that it just didn't happen by accident. CBS has had 17 years of experience in television, and the planning to create the country's largest television network started way back in 1931. * * * *

"Right now the CBS Television Network, with headquarters in the Grand Central Terminal Building in New York -- a studio plant which will be the largest in the country after reconstruction and expansion now underway -- includes: WCBS-TV, New York; WCAU-TV, Philadelphia; WMAR-TV, Baltimore, Md.; working agreements with WNAC-TV, Boston, Mass., and WMAL-TV, Washington, D. C.

"At this writing it can be stated that at least five more metropolitan areas will enjoy CBS Television before the year is out: Toledo (WSPD-TV), Cleveland (WEWS), Detroit (call letters to be assigned), Atlanta (WAGA-TV), and Los Angeles (KTTV).

"The presence of Los Angeles and Atlanta in the list above prompts the question: Is transcontinental network television broadcasting here? It is not, although it is on its way. Until such time that all CBS television stations are linked via coaxial cable or microwave relay in regional and coast-to-coast networks, CBS television will supply both sponsored and sustaining programs on 16mm. film, utilizing Kinescope monitoring and photographing equipment, the latest and best film transcription equipment available to the art up to the present time. CBS expects to make further developments in its own labs. In simple language, this means making films right off the tube, as the broadcast appears on the "screen" of the television receiver. This film service will be used to provide television to communities awaiting coaxial cable or microwave relay systems.

"A good deal has been written about coaxial cable and microwave relay, and it is appropriate here to point out that either system is practical and efficient and that both can be used in any size network. Which one finally is used in any particular link or area is determined by technical factors which can well be the subject of another article. From the viewpoint of the television set owner, it makes no difference which system is used.

"But to get back to the growing CBS Television Network:

"In 1949 at least 25 more stations will join the CBS television family; in 1950, some 36 are scheduled to come in; in 1951,

about 19 more. This by no means represents a ceiling on CBS network expansion. It is what we can now look at in black and white. The great majority of these stations will be television outlets of present CBS AM radio affiliates, with whom negotiations to enter the inevitable television network were conducted as long as five years ago.

"The question comes up, what kind of television will be available for communities waiting to be linked by cable or microwave? They'll have everything the linked stations have within 24 hours after it first is shown.* * * *

"CBS has evolved another significant use of film, specifically for sponsored shows.* * * *

"An interesting development in CBS Television is the association evolving between great metropolitan newspapers, many of which are entering the television field, and the Columbia Broadcasting System. Cleveland's WEWS-TV is allied with the Scripps-Howard organization; CBS has applied for FCC permission to acquire a 49 percent interest in the Los Angeles Times television station; in Washington, D. C. the Washington Post has made application to purchase 55 percent of CBS-WTOP.

"Our Eastern Seaboard coaxial network coming through Cleveland, Toledo and Detroit, before the end of 1948, will hook up early next year with a regional microwave network connecting Indianapolis, Louisville, Cincinnati, Dayton and Columbus. Connection points will be Indianapolis and Toledo via Lima, Ohio. Majority of these stations are controlled by the leading newspapers in the communities, including the Louisville Courier-Journal; Cincinnati Times-Star; Dayton News, Columbus Dispatch and Ohio State Journal, and Scripps-Howard's Cleveland Press.

"CBS has entered applications for Columbia-owned outlets in Boston, Chicago and San Francisco. WCBS-TV, at New York headquarters, is Columbia-owned.* * * *

"That's the CBS Television Network picture at this moment, with construction permits, grants and applications either approved by or on file with the Federal Communications Commission."

X X X X X X X X X X

ASCAP RETAINS PATTERSON TO REPRESENT THEM

Fred E. Ahlert, President of the American Society of Composers and Publishers, has announced that Robert P. Patterson, former Secretary of War, has been retained to represent them in their defense against a Federal allegation that ASCAP has violated the anti-trust laws in its licensing of motion picture houses. The Board of Directors of ASCAP has held a preliminary meeting in New York with Mr. Patterson.

Federal Judge Vincent L. Leibell ruled on July 20, in a suit filed in 1942 by 164 operators of New York movie theatres, that "almost every part of the structure" of ASCAP involved violation of sections of the Sherman (anti-trust) Act.

X X X X X X X X X X

RMA GIVES OUT WITH RADIO WEEK PLANS

Cooperative community advertising in newspapers and on radio stations by the nation's 30,000 radio dealers during National Radio Week, November 14-20, will be urged by the RMA Advertising Committee this year to focus public attention on radio broadcasting's 28th birthday, the Radio Manufacturers' Association said last week.

Radio Week advertising copy will be made available to all daily and weekly newspapers in the United States by the RMA Advertising Committee with the suggestion that they solicit all radio dealers to sponsor the advertisement jointly. Spot announcements and program scripts keyed to Radio Week will be supplied by the National Association of Broadcasters, one of the co-sponsors of Radio Week, to all radio stations for similar dealer sponsorship.

Advertising will stress the technical advancements in today's radio receivers, the variety and excellence of current radio programs, and the availability of radios "for every room" and "for everyone", according to Stanley H. Manson, Chairman of the RMA Advertising Committee.

Newspaper copy will be designed so that newspapers may re-run advertisements as posters for display during Radio Week in dealers' windows and show rooms.

The RMA Advertising Committee has also authorized the preparation and printing of a poster for use in the "Voice of Democracy" contest which is being sponsored jointly by RMA, the National Association of Broadcasters, and the U. S. Junior Chamber of Commerce in connection with National Radio Week.

Radio dealers will be called upon to donate radio receivers to the high schools which produce the boy or girl chosen as the "Voice of Democracy" for each participating city or town.

Robert K. Richards, NAB public relations director, is Chairman of a sub-committee in charge of the "Voice of Democracy" contest, and Herbert F. Guenin, Jr., of the RCA Victor Division, Camden, N.J., is head of the subcommittee of the National Radio Week Committee directing the "Radio-in-Every-Room" program.

X X X X X X X X X

SOL BLOOM WROTE IT BUT COULDN'T GET THE \$19,000 PRIZE

A Fort Worth, Texas, bride of two weeks won \$19,000 in prizes last week for correctly identifying the "mystery melody" on an ABC radio quiz show. Mrs. Herbert Skelton, 36, named the mystery tune as "Sun Dance" when she got a telephone call from the "Stop the Music" show in New York, last Saturday night.

The song, jointly written in 1901 by Leo Freedman and Representative Sol Bloom, (D), of New York, long has been a favorite background piece for American Indian shows and movies.

Sol, who started out as an oldtime song writer, heard it over the radio but kept the secret though he said it was hard to pass up the \$19,000 prize.

Almost 50 previous contestants in the past four weeks had failed to identify it correctly, an ABC spokesman said.

X X X X X X X X X

TRI-STATE NEWS ASSN. JOINS FIGHT ON BALTIMORE PRESS-RADIO GAG

The DelMarVa Press Association resolved last Saturday at Rehobeth Beach to support the fight against extension to all of Maryland the rule of a Baltimore Court restricting publication of crime news.

The court rule involved forbids reporting statements, actions or past records of accused persons after their arrest or publishing anything which the court feels may prevent a fair trial or interfere with justice.

It was invoked July 21 against five Baltimore radio stations and a news commentator who were cited for contempt. They had reported details of the knife slaying of Carol Bardwell and Marsha Brill and the subsequent arrest of Eugene H. James, Baltimore janitor who was indicted for the murders.

The Maryland Court of Appeals is now considering making the Baltimore gag rule applicable to the entire State of Maryland.

The DelMar Va resolution was adopted by 50 members, representing newspapers on the Eastern Shore of Maryland and Lower Delaware.

The resolution declared that passage of the rule would "constitute an effort by the courts of the State of Maryland to withhold a true and concise account of crime from the public."

X X X X X X X X X

ETHRIDGE APPOINTED ADVISER TO MARSHALL

Mark Ethridge, publisher of The Louisville Courier-Journal, and former President of the National Association of Broadcasters, was named by President Truman Monday as Chairman of the United States Advisory Commission on Information.

The group was authorized by Congress to help the State Department in promoting a better mutual understanding between the American people and foreign nationals. It is charged with formulating and recommending information policies and programs to the Secretary of State, George C. Marshall, to promote a better understanding of the United States abroad.

Members of the Commission named with Mr. Ethridge were Mark A. May of New Haven, Conn., Director of the Institute of Human Relations of Yale University; Justin Miller of Los Angeles, Presi-

dent of the National Association of Broadcasters; Erwin D. Canham, of Boston, editor of The Christian Science Monitor, and President of the American Society of Newspaper Editors, and Philip D. Reed, of New York, N. Y., Chairman of the General Electric Company.

The Government's information program, consisting of Voice of America radio broadcasts, motion pictures and newsreels, daily, weekly and monthly publications and the activities of information and press officers abroad, is conducted by the State Department's Office of International Information under Assistant Secretary George V. Allen.

X X X X X X X X X X

RADIO TUBE MAKERS MAY BE FORCED TO INCREASE PRICES

A price increase on radio tubes is in the offing, according to an Associated Press dispatch from New York Tuesday.

Two major manufacturers said they were working on price increases but hadn't determined the amounts. Whether the tube increase would be reflected in set prices was uncertain.

Because of a war-expanded industry capacity and a return to highly competitive conditions, radio prices have gone down since the war despite general price rises. However, some industry sources say the profit margin on production of radios has become so small, any further increases in costs might make a boost in set prices necessary.

Both the Sylvania Electric Products Corp. and Raytheon Manufacturing Co. disclosed they planned tube price increases because of higher costs.

The Radio Corp. of America's Tube Division reported it had "no comment at this time" on plans for a price increase, although trade circles at Chicago heard RCA planned a boost of 10 to 15 percent on Saturday.

X X X X X X X X X X

PRES. TRUMAN SIGNS INTERNATIONAL TELECOMMUNICATION RATIFICATION

The President has signed the ratification, dated June 18, 1948, by the United States of the International Telecommunication Convention, the Final Protocol, and the Radio Regulations, the State Department has announced.

The Convention, Final Protocol, and Radio Regulations were among the documents drawn up at the International Telecommunications Conference and the International Radio Conference in Atlantic City in 1947 and were signed there on October 2, 1947. The President sent copies of the three documents to the Senate on February 17, 1948, and on June 2 the Senate agreed to ratification.

The Convention contains provisions relating to telecommunication generally and certain special provisions relating to radio. It provides for reorganization of the International Tele-

(continued on page 16)

:::
 ::: SCISSORS AND PASTE :::
 :::

Believes Radio, Even TV Holds Hope For Met.
 (Olin Downes, "New York Times")

We say nothing of radio and television which have done so much to enhance the value of the Metropolitan Opera's activities to the nation. And this at the very time when the Metropolitan, by virtue of these assets and because of the overwhelming popularity that it enjoys over the country - as evidenced by the immense and lucrative success of its nation-wide tours - can remain the central factor in the whole operatic progress which is certain to take place in one way or another in the immediate future of the nation.

It is impossible to believe that there will be developed so little initiative, cooperation and imagination in the present situation that our internationally famous lyric theatre will confess itself incapable of doing anything else in this emergency except to close its doors.

- - - - -

Radio Free Prizes Listed As An Occupation
 ("Washington Post")

There will certainly be static from coast to coast if the Federal Communications Commission goes ahead with its threat to forbid radio programs involving the award of money or other valuable prizes to any person whose selection depends upon chance or lot. The popularity of these programs is attested by their audience ratings. To immense numbers of Americans, they furnish much more than entertainment. They are castles in Spain, ships that might, by some extraordinary stroke of luck, come in. And to some they are an occupation, providing, by dint of diligent application, a more or less substantial livelihood.

All the same, they are an indubitable blight on the quality of American broadcasting. The lure which their gambling chance presents puts at a disadvantage all programs attempting to attract an audience on intrinsic merit. They are, in very large measure, programs of ineffable stupidity in which the avarice of the participants is outdone by the eagerness of the sponsor to give away his prizes for the sake of the publicity involved. It seems patent, moreover, that they grossly violate Section 316 of the Communications Act which prohibits the broadcast of "any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance."

Chance, not knowledge, seems the prime determinant of the prize winners in most of these audience participation shows. The listening public, or at least a considerable segment of it, may be temporarily aggrieved by what the FCC proposes to do; but the caliber of American radio is likely to be greatly improved.

X X X X X X X X X X

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

The Federal Communications Commission, on its own motion, ordered the oral argument in the matter of Section 3.606 of the Commission's Rules and Regulations, re TV reallocations on proposal to eliminate Channel 1, scheduled for August 16, 1948, be continued to a date subsequently to be announced and that the time for filing briefs be extended to a date subsequently to be announced.

Reduction of minimum hour requirements on annual contracts for the transmission of press dispatches was announced last week by H. C. Ingles, President of RCA Communications, Inc. Effective August 7, the new arrangement permitted volume users to contract for a minimum of six instead of ten hours a day, six days a week for point-to-point press traffic. Circuit set-up charges of \$2 per transmission have been eliminated. Regulations concerning such additional press services as radiophoto, volume press and radio program service remain unchanged.

The Executive Board of the American Union of Telephone Workers CIO, voted Tuesday to demand a wage increase for 25,000 long-lines employees of the American Telephone and Telegraph Co., according to an Associated Press report.

F. J. Bingley, Chief Television Engineer of the Philco Corporation on August 16 will join WOR-TV, New York, and WOIC, Washington, D.C., as their Chief Television Engineer. Both stations are under construction and due to go on the air within a few months as Mutual affiliates.

At a meeting of the Board of Directors, Sam Kaplan was elected a Vice President of Zenith Radio Corporation. Mr. Kaplan recently completed his 25th year with Zenith. In 1934 he was elected Assistant Treasurer and Assistant Secretary. In 1935 he became Credit Manager and in 1945 was elected Assistant Vice-President.

The Board of Directors of the Columbia Broadcasting System, Inc., last week declared a cash dividend of 50 cents per share on the present Class A and B stock of \$2.50 par value. The dividend is payable on September 3, 1948, to stockholders of record at the close of business on August 20, 1948.

Their Royal Highnesses Princess Elizabeth and the Duke of Edinburgh recently paid an informal visit to the BBC Television station at Alexandra Palace. While there Their Royal Highnesses saw a studio production of the "Hulbert Follies" and after the program, artists and members of the program and technical staff were presented.

During the evening, at Princess Elizabeth's request, a number of selected items from the BBC Television News Reels were shown in the Television Film Theatre. This was the first time either Princess Elizabeth or the Duke of Edinburgh had visited the BBC's Television station.

More than 300 broadcast engineers from leading radio networks and independent stations in virtually every section of the United States have completed the television technical training courses being conducted by the RCA Engineering Products Department to acquaint the broadcasters with the theory, design, operation, and maintenance of the latest television broadcast equipment.

More than 60 engineers, representing stations in Australia, Canada, and Mexico, as well as the United States, participated in the fifth clinic in the series just concluded in Camden, N.J.

Kent Cooper, Executive Director of The Associated Press, which now serves almost as many radio stations as it does newspapers, who spent seven weeks in the Scandinavian and Low Countries, England and Germany, returning on the "Queen Elizabeth" last week, was struck by the fear of war he encountered among the people.

"Every place I visited", he said, "they all felt the terror, suspense and fear of impending doom that they felt in the Summer of 1939."

A somewhat similar view of conditions was given by Gardner Cowles, publisher of Look Magazine, who visited England and France on a five-week vacation trip with his wife.

"It is doubtful that there will be any real reconstruction in Europe as long as the apprehension about Soviet Russia still hangs over the countries", he declared. "The apprehension is very real and reminds me a great deal of the situation in Europe in 1939."

"A peace treaty for Germany should be the cardinal objective of our foreign policy - not an appeasement peace, however."

Members of the American Federation of Musicians were asked last week by President James C. Petrillo to write their Congressmen urging immediate repeal of the 20% Federal amusement tax. According to Mr. Petrillo, the tax has furthered "the current decline in the entertainment industry", and lessened job opportunities for union musicians. The AFM pledged itself to fight for repeal of the levy in a resolution passed early in the Summer at the Asbury Park convention.

H. V. Kaltenborn, veteran news commentator, has established a \$500 yearly scholarship at the University of Wisconsin, with emphasis on news presentation and analysis.

To encourage study in radio, Mr. Kaltenborn has created a \$15,000 trust fund, earnings from which will go yearly to a junior or senior year student who can qualify on the basis of financial need, scholarship, special aptitudes and interest in some phase of broadcasting. The first scholarship will be awarded for the Fall term.

George L. Harrison, Chairman of the Board of the New York Life Insurance Company, was elected a member of the Board of Directors of the Radio Corporation of America at a meeting last week. His election fills the vacancy created in July by the retirement of Bertram Cutler as a Director of RCA.

Mr. Harrison also was elected to the Boards of Directors of RCA's wholly-owned subsidiaries, the National Broadcasting Company and RCA Communications, Inc.

Justin Miller, President of the National Association of Broadcasters, has appointed an Advisory Committee which will meet Friday in Chicago, to extend the work of Board committees into the television field. Those named are: Harry Bannister, WWJ, Detroit, Mich.; T.A.M. Craven, WOL, Washington, D. C.; G. Richard Shafto, WIS, Columbia, S.C.; Robert Enough, KTOK, Oklahoma City, Okla.; Michael Hanna, WHCU, Ithaca, N. Y.; Clair McCullough, WGAL, Lancaster, Pa.; and Calvin J. Smith, KFAC, Los Angeles, Cal.

Oral argument was set for October 11 by Federal Communications Commission last week on proposed rule to require main studios of AM or FM stations to be located in cities wherein such outlets are licensed. Rule in effect would require stations to air majority of their non-network shows from their specified main radio.

A controlling interest in the General Instrument Corporation, manufacturer of radio and television components, has been acquired by a group headed by C. Russell Feldman, Detroit industrialist, and Richard E. Laux, Vice-President of the company.

Richard E. Laux of Summit, N.J. has been named President and Treasurer of the company; C. Russell Feldman, Chairman of the Board; other Directors named include Henry E. Collin, Toledo, Ohio, investment banker, and Kenneth L. Meinken, President of the National Union Radio Corporation.

The twenty-five year-old concern accounts for about 35 per cent of the national output of variable condensers. It is also a large producer of automatic phonograph record changers. The stock is listed on the New York Stock Exchange.

Goar Mestre, President of the Inter-American Broadcasters Association, said last week in Havana, that lack of freedom of expression in Argentina's radio and press may be brought formally before the United Nations Commission on Freedom of Information.

1. Of 86 radio stations in Argentina, only three are owned by private enterprise. 2. Argentine radio stations carry only official propaganda to the total exclusion of that from all other political parties. 3. Argentine newspapers are completely muzzled, except for La Prensa and La Nacion, against which Peron is exercising all power and every maneuver.

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

(President Truman Signs International Telecommunication Ratification)
Continued

communication Union so as to bring it into close relationship with the United Nations on a footing similar to that of other specialized agencies. The comprehensive Radio Regulations are designed to modernize the uniform international rules with respect to radio and make them more responsive to scientific developments and technical improvements in the field.

Upon entry into force the Convention, with Final Protocol, and the Radio Regulations will replace, in relations between the contracting governments, the International Telecommunication Convention signed at Madrid on December 9, 1932, and the Cairo revision of the General Radio Regulations signed on April 8, 1938. Under Article 49, the Atlantic City Convention will enter into force on January 1, 1949.

X X X X X X X X X X