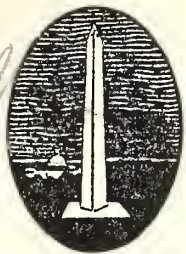


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# HEINL NEWS SERVICE



Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Founded in 1924

Robert D. Heinl, Editor

NATIONAL BROADCASTING CO. Inc.  
LEGAL DEPARTMENT  
RECEIVED

SEP 2 1948

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September 1, 1948

## TWO HOURS TELEVISION A NIGHT IS ENOUGH, SAYS BRITISHER

Declaring because of the fact that you are required to look at the pictures and cannot do this subconsciously as with the radio where many are able to work or read while it is turned on, Cecil McGivern, Head of Television Programs, of the British Broadcasting Corporation, declares a few hours a day of television is sufficient for anybody.

"Therefore, we don't broadcast all day long in London, like sound radio", says Mr. McGivern. "We transmit twice a day; in the afternoons from three to four, and in the evenings from eight-thirty to ten or ten-fifteen, sometimes ten-thirty. To a person who is thinking of paying £60 or £70 or £100 for a television set, that might seem a very short time - but television is a great time-stealer.

"You can switch on your radio set and carry on with your work to a pleasant background of music, but pictures do not stay in the background. You have got to look at them. You cannot close your eyes to television, or even turn them away. And up to two hours a night is just about enough for the ordinary person to look at his television set.

"We in television sometimes wish that our viewers did not look quite so long. Most of them seem to watch everything, and expect to be entertained and interested by everything, and, obviously, you just cannot please everybody all the time."

According to Mr. McGivern, there are nearly 50,000 television license-holders in the London area and by the end of the year, British manufacturers will be turning out sets at the rate of 100,000 a year. It is reckoned that 500,000 people saw on television screens Princess Elizabeth leave Buckingham Palace for Westminster Abbey and return with her husband Prince Philip at her side.

The speaker told how television broadcasting studios had been established in the famous old Alexandra Palace on top of a hill eight miles north of the centre of London.

"The grounds on the slope of the hill are very pleasant, as a matter of fact", Mr. McGivern explains; "and on fine evenings and at week-ends, fathers and mothers and their children, and courting couples, stroll about the grounds and circle the palace, taking the air and gazing down on smoky London spread below them. But when it is cold, or when fog is lying over London and swirling round the hill, they are entirely empty.

"The wind blows in through the glass roofs shattered by a flying bomb, which plunged into the grounds during the latter part of the war. Yes, dead looking, derelict looking. All but one corner, and that corner is excitingly enthusiastically, exuberantly alive. That corner is the present home of the Television Service of the BBC.

"They have a mysterious language of their own, television producers, and if you were there listening to them, this is the sort of thing you would be likely to hear:

"'Track in camera No. 2, track in, in, in, in, all right. Centre her face, right, hold it. Pull out No. 1, slowly, slowly, keep her feet in shot will you. All right, all right, mix to two.'"

"But description becomes almost impossible. Television must be seen to be understood. Nor is television only the studios and the people who work in them. There are, in this corner of Alexandra Palace, programme planners as well as producers, administrators as well as actors. There are designers, painters, carpenters, typists, messenger boys, and commissionaires. And in the control rooms and transmitter rooms are the engineers. More than 400 people are engaged in this business of television at Alexandra Palace. They make one, big team - for television depends, exists, on team work.

"I wonder if all this seems complacent. I wonder if we seem self-satisfied. I assure you we are not. We in television are satisfied with practically nothing in television. We are busy developing new cameras, we are dissatisfied with our technique and our methods, and constantly try others.

"Television began in Britain in 1936. The war took five years out of its life - it is hardly six years old yet."

"It has ceased to crawl; it can walk sturdily, but occasionally it stumbles. And we are the first to admit it. We realize what an immensely powerful medium of entertainment and education is in our hands. We realize our responsibility and we realize our shortcomings.

"Our engineers will not be satisfied until they can send to you over the air not only my words, but also my face. I, as a program official, will not be satisfied until we can send you not my face, but a picture of the life, the entertainment, the sport, and the activities of Britain."

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#### REINSCH CONFERS WITH TRAMMELL RE WSB-NBC TV AFFILIATION

Plans are going ahead rapidly for WSB, Atlanta's television station, expected to be the first to begin operation below the Mason-Dixon Line.

J. Leonard Reinsch, Managing Director of the former Governor Cox radio stations of which WSB is one, was in New York City last week conferring with Niles Trammell, President of the National Broadcasting Company, with which WSB-TV will be affiliated.

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## ADM. ELLERY STONE NEW PRES. OF FEDERAL RADIO, INTER. STAND. ELEC.

The election of Rear Admiral Ellery W. Stone (USNR) as President, and General William H. Harrison as Chairman of the Board, of both the Federal Telephone and Radio Corporation and its world-wide manufacturing and sales subsidiary, the International Standard Electric Corporation, has been announced by Col. Sosthenes Behn, Chairman and Chief Executive Officer of the International Telephone and Telegraph Corporation, parent concern of the two companies. Fred T. Caldwell, formerly President of Federal Telephone and Radio and International Standard Electric was elected Vice Chairman of the Boards of both corporations. These appointments will become effective on September 1.

Admiral Stone, since 1931, has served in various executive capacities with the I. T. & T. System, most recently holding the post of Executive Vice President of Federal Telephone and Radio, domestic manufacturing subsidiary of I. T. & T. General Harrison, Vice-President in charge of Operations and Engineering of the American Telephone and Telegraph Company, recently was elected President of I. T. & T., also to become effective on September 1. During the war he served as a Major General, acting as Director of Procurement, Army Service Forces, Washington, D. C.

A native of Oakland, California, Admiral Stone attended the University of California where he specialized in radio engineering. From 1924 to 1931 he was President of the Federal Telegraph Company prior to acquisition by I. T. & T. and from 1931 to 1937 was Vice-President and Director of the Mackay Radio and Telegraph Company. He then served as Executive Vice-President of Postal Telegraph, Inc., and was elected President of the Postal organization in December 1942. In 1943 he was recalled to active duty with the United States Navy. He served as Chief Commissioner of the Allied Commission for Italy until early 1947, with headquarters in Rome.

In addition to various campaign medals for service during World Wars I and II, Admiral Stone also holds both the United States Navy and the United States Army Distinguished Service Medals. He is a Knight Commander of the British Empire, a Knight of the Grand Cross of St. Maurice and St. Lazarus (Italy), a Grand Officer of the Crown of Italy, and a Knight of the Grand Cross of San Marino.

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## RMA COMMITTEE FOR FOREIGN TRADE PROMOTION APPOINTED

President Balcom has appointed, with expanded personnel, the RMA Export Committee for 1948-49. Promotion of the industry's overseas sales is the Committee's major responsibility and a new recent project is special promotion of American television transmitter and set sales abroad. The Committee also distributes special statistics monthly on U.S. radio exports, an exclusive service for RMA member companies, and handles many export development affairs with the State, Commerce and other Federal departments.

James E. Burke, of the Stewart-Warner Corp. has been re-appointed as Chairman of the Committee, together with E. E. Loucks, of the Zenith Radio Corp. as Vice Chairman.

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## HEARINGS SET OCT. 6 ON 2-WAY RADIO

The Federal Communications Commission has scheduled oral argument, to commence on October 6, 1948, in the following nine proposed rule-making proceedings which were announced last Spring:

General Mobile Radio Service; Proposed Rules and Regulations Governing Domestic Public Mobile Radiotelephone Services; Promulgation of new Part 16 - Rules Governing the Land Transportation Radio Services; Promulgation of new Part 11 - Rules Governing Industrial Radio Services; Revision of Part 10 - Rules Governing Public Safety Radio Services; Allocation of Frequencies Between 25 and 30 Mc; Allocation of Frequencies Between 44 and 50 Mc and Between 152 and 162 Mc; Allocation of Frequencies Between 72 and 76 Mc; Allocation of Frequencies in the Band 450-460 Mc.

There is widespread interest in these proceedings, which affect radio communication facilities for public bodies, business and individuals. Chiefly concerned are land transportation services such as intercity buses and trucks, urban transit vehicles, taxicabs and railroads; domestic public mobile radio-telephone services offering common carrier telephone connection with land vehicles; industrial radio services for power, petroleum, forest products and other commercial or industrial operations; and public safety services covering police, fire, special emergency, forestry-conservation, and highway maintenance radio communication. The contemplated frequency allocations are related to such use.

In consequence, the Commission is providing that any interested person may participate by filing, not later than September 15th next, a written statement (in duplicate) of such intention, stating the nature of his interest and an estimate of the time required for his oral presentation. The oral argument will be before the Commission in Washington.

It is not possible for the Commission to supply copies of the bulky proposed rules involved. However, they were all published in a single issue of the Federal Register, and that particular June 23, 1948 issue may be purchased by mail or in person from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at 20 cents a copy. It can be ordered singly or in quantity from that source direct.

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The Association of Women Broadcasters of the National Association of Broadcasters has scheduled four district meetings to be held during the Fall, Association officers announced last week.

The four meetings scheduled for the AWB are: Sept. 25-26, Cincinnati, O.; Sept. 28-29, Kansas City, Mo.; Oct. 1-3, Rochester, N.Y.; Nov. 6-7, San Antonio, Texas.

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"METROPOLITAN OPERA" TO BE AIRED BY ABC; TELEVISION PLANNED

The weekly Saturday matinee performances of the Metropolitan Opera will be broadcast again this season by the American Broadcasting Company and a coast-to-coast network, it was announced last week by Mark Woods, President of the American Broadcasting Company.

In addition, Mr. Woods said, plans now are under way for the presentation of the performances for the 1948-49 season by television. The American Broadcasting Company is now negotiating with the various unions involved, looking forward to the first regular televised opera series.

"We are pleased that there will be a season by the Metropolitan Opera this year", Mr. Woods said, "despite the difficulties involved. It is to the credit of all concerned that the problems which, a few weeks ago seemed certain to preclude a 1948-49 season, have been resolved through negotiations."

"The Saturday afternoon opera performances have long been an outstanding feature of the American Broadcasting Company's musical programming. We believe that music lovers everywhere will welcome the news that the finest in music and voices will be brought into their homes by radio again this year."

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ZENITH SHIPMENTS PASSED THREE MONTHS' TOTAL \$14,137,861

Zenith Radio Corporation reports estimated net consolidated operating profits for itself and its subsidiaries for the first three months ended July 31, 1948, of its current fiscal year amounting to \$104,969, after Federal income tax provision of \$62,309, depreciation, excise taxes and reserve for contingencies.

"Shipments for the three month period amounted to \$14,137,861. Demand for many of the company's models, particularly its outstanding line of portable radios, continued at a brisk rate during the quarter", Commander E. F. McDonald stated. "The normal Summer-time seasonal decline in console radio business, together with a two weeks' vacation shutdown period, were limiting factors on shipments during the quarter."

"During the past few weeks there has been a noticeable upturn in sales of console combinations. The company anticipates that sales will continue to accelerate and is planning for a substantial volume of radio business during the balance of the year."

"The company has recently introduced several console combination models with two tone arms; the regular "Cobra" tone arm which plays conventional records, plus a new "Cobra" tone arm for reproducing "long-playing" records."

"The company is continuing to receive substantial orders for car radios from leading automobile manufacturers."

"Sales volume of the new single unit Model 75 hearing aid is being maintained on a satisfactory basis.

"The company is making rapid progress in the production of its complete new line of television receivers to be placed on the market this Fall. Provision will be made in all models for the incorporation of Phonevision, Zenith's exclusive new development in television, plus many other improvements and advanced features not presently available."

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### FCC RULE ALLOWING ATHEISTS RADIO TIME CALLED "THOUGHT CONTROL"

The hearing which Representative Forest A. Harness (R), of Indiana, Chairman of the Special House Investigating Committee called yesterday (Tuesday) in response to protests from religious and radio groups which claimed that the decision of the Federal Communications Commission to permit atheists radio time to reply to religious broadcasts, brought forth a goodly number of witnesses.

Rep. Harness has called the decision a possible move "to drive religion from the air." The Committee was holding the current hearings, he said yesterday, to find out if the FCC had any legal authority to promulgate any such ruling.

The FCC has held that atheists have such rights in the so-called Scott decision of July 19, 1946. Its findings have been assailed both by radio interests and religious groups.

Don Petty, counsel for the National Association of Broadcasters, told the Committee that a recent decision of the FCC on the right of "atheists" to radio time "constitutes thought control." The decision amounts to the Federal Government telling a broadcaster "what he must put on the air", he testified. "It is a violation of the First Amendment, the Communications Act and court decisions."

At the same hearing, the Committee was told that there are "50,000,000 ahteists in the United States" by Charles Smith of New York, President of the American Association for the Advancement of Atheism.

Although Mr. Smith criticized the FCC for failure to rule "squarely" that atheists were entitled to equal time on the air with any "religious" group, he said the Communications Commissioners are better "theologians than some of the witnesses who appeared today."

He referred specifically to testimony of Dr. Lowery Calhoun, of the Yale Divinity School, who characterized the FCC decision as "a tissue of naivete and contradictory argument."

Frank Roberson, former General Counsel for the FCC and now a radio law practitioner in Washington, testified that radio stations generally feared that, as the result of the ruling, they could not deny time to Atheists and were "disturbed" by the situation.

In the Scott decision the FCC said that "freedom of religious belief necessarily carries with it freedom to disbelieve, and freedom of speech means freedom to express disbelief as well as belief."

Earl Godwin, a Washington radio commentator, told the Committee that broadcasts of Atheist programs would end "to undermine the faith and strength of the coming generation".

In his attack on the testimony of the Rev. Dr. Calhoun, Mr. Smith, speaking both as President of the AAA and an organization he called the "National Liberal League", said:

"I think the members of the FCC have a better understanding of theology than the professor. Of course, I'm a Harvard man and he is not."

The Rev. Louis Durell of the Dominican House of Studies, Catholic University, read the script of a radio talk made by the Rev. Ignatius Smith, Dean of the Theological School of Catholic University over radio station WHAM, Rochester, N.Y., on October 6, 1946. Atheists contended they were attacked in this broadcast.

Committee Counsel Frank T. Bow suggested that it was a complaint by the atheist that caused the FCC to hold up for a time renewal of the station's permanent license.

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#### FUTURE WARS SEEN BY TELEVISION HELD POSSIBLE

Television may be used as a telescopic eye to locate and watch enemy positions hundreds or even thousands of miles away, Rear Admiral Ralph E. Jennings, Commander of Carrier Division 4, said last Monday when he was aboard the new carrier U.S.S. LEYTE, to observe the first sea "battle" ever televised.

U. S. Navy officials hailed NBC's history-making telecast from the aircraft carrier LEYTE as a "tremendous and limitless" potential for communication between warships. The "battle" was "waged" Monday 30 miles off New York. Thirty-nine "enemy" planes attacked the carrier, but were "driven off" by 29 of LEYTE's fighters and torpedo bombers. The "battle" was sent to New York by television and relayed to outlets in Boston, Baltimore, Philadelphia, Washington and Richmond. It was estimated that about 2,000,000 persons saw the broadcast.

Admiral Jennings said that in the last war, radar "showed us where a target was, and now television shows us what it is."

He predicted that television might make it possible in the future for civilians to see actual battles on their sets at home, more probable, he said, such broadcasts would be restricted to military or headquarters staffs.

The telecast, the most difficult video engineering feat ever attempted by NBC, was successful, in spite of the technical problems involved. Particularly trying to the NBC engineers and the navigation officers of the LEYTE was the task of keeping the carrier and the antenna, which was installed in one of the radar fire control instruments, constantly "homed in" with the NBC receiver atop the Empire State Building despite the ship's maneuvering and rolling.

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"AXIS SALLY" GETS TREASON TRIAL DELAY; "TOKYO ROSE" ARRESTED

Mildred Elizabeth Gillars, the Nazi radio's alleged wartime "Axis Sally" yesterday (Tuesday) won a two-week continuance of a preliminary hearing on the treason charges against her, and also assurance that American justice will protect her against "railroading".

She was arraigned before U. S. Commissioner Cyril S. Lawrence and she asked for and received the delay so she could get hospital treatment. She has also contended that she was "kidnapped" from Germany.

The Government also asked for postponement to finish presenting witnesses to the Federal grand jury.

When asked by Mr. Lawrence whether she had a lawyer, she answered, "No, I haven't so far although I have a couple hanging around."

On Monday she notified Attorney John M. Holzworth, who had stepped in to defend her, that she wished to emphatically repudiate "all and everything you have done, or allegedly attempted to do in my behalf." She further sent a letter to Judge Richmond B. Keech of the United States District Court, which said that Mr. Holzworth "without my consent and without authority, either expressed or implied, has undertaken to appear in your court as my attorney."

Her action followed withdrawal of Attorney Richard W. Tompkins and withdrawal of his petitions to aid Miss Gillars, when he notified Judge Keech he was initially retained by Holzworth and was now convinced he (Holzworth) had no authority to act for Miss Gillars. He said that Holzworth told him last Friday he would halve the \$2,000 fee which he had been promised, in return for Tompkins acting as his attorney of record.

Justice Keech permitted Richard W. Tompkins to withdraw from the case on Tuesday as an attorney of record.

Mr. Holzworth yesterday (Tuesday) sent a telegram to the court "to protest against the star chamber proceedings", charging "the entire proceeding was beneath the dignity of this honorable United States District Court."

As to the further question of a lawyer, John M. Kelley, Jr., Special Assistant to the Attorney General, said:

"I also want to assure you (Miss Gillars) that you will have an attorney of your own choice, and if you are unable financially or otherwise to procure one, you will be offered one by the Department of Justice or by the Commissioner. You will be able to be represented by a thoroughly competent and reliable attorney."

"Tokyo Rose", American-born Japanese woman, was arrested quietly last Thursday in Tokyo, and is to be returned to the United States on the treason charge of broadcasting propaganda directed at American troops in the Pacific during World War II.

The woman, Iva Ikuko Toguri D'Aquino, is scheduled to sail September 15th aboard the Army transport "Gen. H. Frank Hodges", arriving in San Francisco about September 28th. The treason statute provides for legal proceedings at the spot where a defendant first sets foot on United States soil, so a Federal grand jury will deal with her case in San Francisco.

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#### JULY RADIO PRODUCTION OFF; TELEVISION CONTINUES UP

Seasonal and market conditions, together with vacation shutdowns, resulted in a substantial decrease in radio receiver production last July, but the output of television sets continued to rise, the Radio Manufacturers' Association reported Monday, August 30.

RMA member-companies manufactured 56,089 TV receivers in the month to maintain a weekly average of 14,022 sets, an increase of more than 30 per cent over the average weekly production of the first six months of this year.

Radio receiver production, however, dropped to 627,349 in July for the lowest monthly output since February 1946 and represented the first time that set production by RMA member-companies fell below a million-a-month since May 1946. July's radio set output compared with 1,049,517 receivers produced in the preceding month of June, and with 1,155,456 in July, 1947.

RMA manufacturers produced 74,988 FM-AM sets during July compared with 90,414 in the previous month of June and with 70,649 in July, 1947. Production of automobile and portable radios totalled 193,164 and 105,997, respectively, in July, both sharply decreased.

Following is a month-by-month table on television and radio set production for the first seven months of 1948:

	TV	FM-AM	AM	ALL SETS
January	30,001	136,015	1,173,240	1,339,256
February	35,889	140,629	1,203,087	1,379,605
March	52,137	161,185	1,420,113	1,633,435
April	46,339	90,635	1,045,499	1,182,473
May	50,177	76,435	970,168	1,096,780
June	64,353	90,414	959,103	1,113,870
July	56,089	74,988	552,361	683,438
Total	334,985	770,301	7,323,571	8,428,857

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## FCC STANDS PAT ON LOTTERIES; ABC OPPOSES, NBC AWAITS OUTCOME

The fate of radio give-away programs literally and figuratively is still pretty much up in the air. The Federal Communications has come back stronger than ever in its stated determination to outlaw the big cash prize programs. Some question of the Commission's authority to do that had been raised by the House Committee investigation of the radio situation by the special Committee investigating the FCC of which Representative Harness (R), of Indiana, is Chairman. The snag was struck when this committee disclosed that the authority under which the FCC had issued a set of rules under which some of the radio programs giving away money and merchandise would be banned from the air as lotteries, had been eliminated when Congress was recodifying Federal laws last Spring. The Commission replied the changes would make no difference except in the Commission's approach to the matter.

Mark Woods, President of the American Broadcasting Company, said his concern would "welcome an opportunity to testify" before the Federal Communications Commission to clarify the "give-away" program status.

"Our shows, we feel, do not fall within the lottery category, but are good clean entertainment and wholesome fun", he said.

A spokesman for the National Broadcasting Company asserted that its policy was the same now as was stated on August 7th, when the FCC first made known its attitude toward the give-away shows, as follows:

"The NBC will not accept additional programs of the type questioned by the Commission until there has been an opportunity to clarify the whole situation."

The Commission said it plans to issue new rules interpreting the ban on radio lotteries which already is in Federal radio law. The new rules, it said, will not "add or detract from the statutory prohibition proposed by Congress."

The Commission has set no date for its proposed anti-lottery rules to go into effect. Anyone who wants to oppose them received until September 10th to file a statement.

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## EMERSON RADIO BUYS ENTIRE FIRST WEEK OF WQQW-FM

Radio Station WQQW, the new FM Station, will be launched on Sunday, September 12, with all of its commercial time during the first week of operations sold to a single sponsor, the Emerson Radio Corporation. Mr. M. Robert Rogers, General Manager of WQQW, said that this sort of contract had never been negotiated before in radio history.

The station's new transmitting equipment consists of a Collins five KW FM transmitter, the first of its kind ever built, and a Collins five-ring antenna, providing an effective radiated power of 20,000 watts at 103.5 mc. The FM antenna is at Falls Church, Va.

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## FCC ORDERS INDUSTRY CONFERENCE ON TV ALLOCATION

The Federal Communications Commission last Friday called an Industry Conference for September 13 to go into an extensive revision of its television allocation standards and future procedures in video allocation and to base national TV allocation plan on best available engineering data.

The Commission indicated it is studying the question of revising standards to incorporate tropospheric propagation effects as well as collateral problems of directional antennas, power and antenna height restrictions and whether protected contours should be changed. The FCC stated the conference would consider:

1. Whether the Commission should initiate proceedings to revise the television allocation rules and standards prior to final decision in its proposed national TV channel reallocation announced last May.
2. If the standards are to be revised, what policy should be adopted with respect to applications now pending before the Commission.
3. What procedures should be adopted in order that the revised standards can be based on the best available engineering information.

The Commission emphasized the purpose of the conference is to "discuss substantial questions which may be presented by the record concerning the adequacy of existing Rules and Standards to achieve the soundest allocation plan, and not to discuss engineering details or suggestions in relation to such questions." Proposals are invited, the FCC said, and participants should notify the Commission by September 5th to permit making agenda.

The FCC notice stated that during the hearings on proposed allocation changes reported in May, the Commission received testimony regarding effects of tropospheric interference on present and proposed allocations. It was noted the present standards, adopted Dec. 19, 1945, do not include specific data on tropospheric propagation. The FCC said for the past several years it has been conducting measurements on tropospheric signals in FM and TV frequency ranges looking toward preparation of propagation curves and their inclusion in standards.

The FCC indicated claims made during reallocation hearings on serious effects of troposphere, "are in general supported" by FCC's studies.

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## FCC DENIES BOOSTS ON OVERSEAS COMMUNICATIONS RATES

The Federal Communications Commission last week rejected petitions for immediate further increases in rates on overseas communications. It said it will give additional consideration to whether such increases may be indicated at a later date in relation to revenue requirements of the companies handling such communications. The petitions were filed by RCA Communications, Commercial Pacific Cable Co., All America Cables & Radio, Inc., Mackay Radio & Telegraph Co., and the Commercial Cable Co.

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"LET NEWSPAPER SUPPLY NEWS; RADIO, TV ENTERTAINMENT"-SULZBERGER

Addressing the New York State Publishers' Association at Saranac Inn, New York, last Monday, Arthur Hays Sulzberger, publisher of the New York Times, in referring to television and radio, maintained that both had their place in the community, but said that they could not and would not replace the printed word.

He contended that a newspaper should place more and more emphasis on information and less on entertainment, adding that there were sound business reasons for such a policy.

Supplying truthful, accurate information is a primary responsibility of a press which must control itself from within, the speaker declared, adding that it was good business to emphasize information rather than entertainment because the latter was primarily the sphere of such media as radio and television.

"I would argue that television and radio can never replace the newspaper which devotes itself to the comprehensive publication of news", Mr. Sulzberger said. "Television and radio, as I see it, are primarily media of entertainment, and the newspaper, which gives information, is not threatened by them.

"On the other hand, the newspaper which holds its readers through its entertainment features is, I believe, threatened because radio and television have greater entertainment scope, and that is the reason that it is more and more important for newspaper men generally to re-examine their course and hew to their line."

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PETRILLO SAYS AMF FUND SPENT \$911,023 ON PROGRAMS

Members of the American Federation of Musicians have provided 6,989 free programs of music throughout this country and Canada during the present year, according to a report issued by James C. Petrillo, Union President.

These programs have been financed by the Federation's Recording and Transcription Fund, which was created by the payment of royalties on records by manufacturers of records and electrical transcription mechanisms. To date the programs have cost \$911,023. The Union still has \$625.77 additional allocated for programs this year.

The programs inaugurated by President Truman in Washington were given in Veterans' hospitals, park band stands and other public places. This is the second year the Federation's 700 locals have been participating in such events. By this time last year they had given 5,824 programs.

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## ABC DECLINES COMMUNIST BID FOR TIME TO "ANSWER" DOCUMENTARY

The American Broadcasting Company last week rejected the demand of the Communist Party, USA, for time in which to present over ABC facilities a program prepared by the Communist Party, USA. In a letter addressed to the American Broadcasting Company by William Z. Foster, Chairman of the Communist Party, USA, reference was made to the recent ABC documentary program, "Communism--U.S. Brand", to which the party objected.

Following is the text of the letter sent August 24th by Mark Woods, President of the American Broadcasting Co. to William Z. Foster:

Mr. William Z. Foster, Chairman,  
Communist Party, USA,  
35 East 12th Street,  
New York 3, New York.

Dear Mr. Foster:

This replies to your letter of August 23, 1948, which comments on the recent ABC documentary program, "Communist--U.S. Brand", and requests, on behalf of the Communist Party, USA, equal time over ABC facilities "to present a comparable program" within a month.

"Communism--U.S. Brand" cited in its documentation only such speeches and literature as were delivered, written, edited, or published by Communists. In no case, to the best of ABC's knowledge, have any of the cited oaths or statements ever been renounced by your Party. All footnotes referred to Communist source material, rather than opinions or observations.

The dramatized portions of the script were based on the common techniques of Communists in labor organizations and so-called "front" organizations, and drew on the Communists' own official published directives. The portions of the broadcast relating to the many shifts in policy, ordinarily referred to as "shifts in the party line", were based on reports and editorials published in The Daily Worker.

Although one of the three publications to which you refer, Variety, did take issue with one of the citations, I have seen no indictment of the integrity of the program in either of the others to which you also refer, (The Nation and The New York Post). On the other hand, many labor unions, both CIO and AFL, praised the program without qualification. So have many radio critics throughout the country.

Since the program "Communism--U.S. Brand" presented as evidence only the substantiated oaths, words, and acts of the Communist Party and its members, ABC considers its presentation to have been fair, factual and, as to the aspects of the subject which it treated, complete.

For this reason, ABC in serving the public interest does not deem it necessary to accede to your request.

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 ::: SCISSORS AND PASTE :::  
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Calls "Voice Of America" Weak; Wrong Way to Develop Good Will  
 ("Editor and Publisher")

"There can be no real confidence between nations when the only word one country hears of another is the word which the latter country wants it to hear", George W. Healy, Jr., Managing Editor of New Orleans (La.) Times-Picayune, said in University, Miss. last week.

Addressing the graduating class at the University of Mississippi, Healy attacked the State Department's Voice of America programs as being the wrong way to develop international understanding, even though Mark Ethridge, publisher of the Louisville (Ky.) Courier-Journal, had been appointed to head a Commission to advise the Department.

"I am not convinced, on the basis of experience", he said, "that international understanding can be founded on a barrage of words sent around the world by any government agency - whether it be the British Ministry of Information or our so-called Voice of America."

Talking Dummies  
 ("Washington Post")

We are happy to learn of another significant step in the humanizing of robots. Clothes dummies in department stores are now able to talk. One Philadelphia store is using talking manikins for the sale of bathing suits. The dummy, by being hooked to a phonograph record, or to an inter-office telephone transmitter, can describe the costume it is wearing, even give a sales talk, meanwhile moving its lips and rolling its eyes. This, like other inventions of our wonderful scientific age, holds great possibilities for saving human energy. Since no doubt the talking dummies will soon be able to walk, they may be modeling in fashion shows, demonstrating gadgets in stores, even answering doorbells. We can scarcely wait to see them - with their smiling, eager-to-please expressions - installed at information desks, while their bored, superior, or testy Svengalis remain out of sight. But one of their greatest possibilities lies in social life. An assorted supply of beauteous, smartly gowned women manikins, and square-jawed, well-tailored men dummies, equipped by phonograph for conversation, should in these apprehensive, finger-pointing days be the answer to prayer of any hostess who wanted to augment her number of decorative and socially and politically orthodox guests.

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Following announcement by the Radio Manufacturers' Association of radio set production figures for the first seven months of 1948, J. N. (Bill) Bailey, Executive Director of the FM Association, noted: "Although general production of radio sets dropped off in July, due to the usual Summer vacations and resultant shutdowns of factories, a careful analysis of the RMA set production figures released discloses that production of old-fashioned receivers is decreasing while production of sets capable of receiving the new improved radio services, FM and television, are increasing."

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::: TRADE NOTES :::  
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Wilbur Edwards, Western Sales Manager in the Chicago office of CBS Radio Sales since November, 1945, has been promoted to WEEI, CBS-owned station in Boston, as Assistant General Manager, effective September 7.

Gordon Hayes, who has been assistant to Mr. Edwards, has been named to the Chicago post vacated by Mr. Edwards, it has been announced by Carl J. Burkland, General Sales Manager of CBS Radio Sales.

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Another RMA survey this Fall of industry employment contracts and a conference of RMA industrial relations and personnel managers constitute two early projects of the RMA Industrial Relations Committee. This is headed again as Chairman by President G. W. Thompson of the Noblitt-Sparks Industries, Inc., and R. T. Borth of the General Electric Company as Vice Chairman in the Committee appointments just made by President Balcom.

Vice Chairman Borth will head a subcommittee making the new employment contract survey next Fall, to develop data and statistics on many labor conditions in the industry.

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Operations of the Emerson Radio and Phonograph Corporation and its subsidiaries in the thirty-nine weeks ended on July 31, resulted in a net profit of \$1,326,290 after taxes and all deductions, according to the report issued Monday by Benjamin Abrams, President.

The profit is equivalent to \$1.66 a share on 800,000 shares outstanding and compared with \$1,585,197, or \$1.98 a share on the present capitalization, for the corresponding period ended on Aug. 2, '47

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New television test equipment which will speed television amplifier production, improve television broadcasting, and aid designers of high-frequency television amplifiers is now in quantity production and will shortly be available, it has been announced by the RCA Engineering Products Department.

The new instrument, a precision video sweep generator (RCA Type WA-21A), when used in connection with suitable detector and oscilloscope, will facilitate rapid testing of video frequency systems by permitting visual observation of the frequency response characteristic.

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Federal Communications Commissioner E. M. Webster and Mrs. Webster last week announced the engagement of their daughter, Dorothy Frances to Lieut. (j.g.) Harry Igor Ansoff, USNR, son of Mr. and Mrs. S. E. Ansoff of New York. Wedding is to take place October 1st at Walter Reed Memorial Chapel, Washington. The couple plan to reside in Los Angeles.

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According to Time Magazine's latest report, 107 women read that publication's radio page to every 100 men; the press page 78 women to 100 men, and the theatre page 114 women to 100 men. Best read by the women is the art page, 128 women to 100 men.

An investment company specializing in securities of television, electronics and radio companies was announced in Chicago last week. The new company is called Television Fund, Inc., and is an open-end investment trust.

Chester D. Tripp, President, said Television Fund was registered with the Securities and Exchange Commission and soon will be offered publicly through investment dealers. Capitalization of the new company consists of 5,000,000 authorized shares of \$1 par common stock.

Advisory Board of the Fund consists of George P. Adair, consulting radio engineer and former Chief Engineer of the Federal Communications Commission; Dr. William L. Everitt, head of the Department of electrical engineering at the University of Illinois, and Dr. Frederick E. Terman, Dean of the School of Engineering at Leland Stanford University.

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Directors of Sylvania Electric Products, Inc. last week declared the regular quarterly dividend of \$1 a share on the \$4 cumulative preferred stock payable October 1, 1948, to stockholders of record at the close of business Sept. 20, 1948.

Directors also declared a dividend of 35 cents a share on the common stock also payable October 1 to stockholders of record at the close of business September 20.

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According to the 1940 U.S. census, Aurora, Ind. has a population of only 4,828. Yet the influence of this small mid-west town is felt each evening by radio listeners throughout the nation in the keen and penetrating news analyses of two of its most illustrious sons - ABC commentators Edwin C. Hill and Elmer Davis.

Both Hoosier-born radio personalities, whose families were close friends and who achieved pre-eminence first in journalism before moving to radio, are currently heard Monday through Friday over ABC, Hill at 7 P.M., EDT, and his fellow townsman 15 minutes later.

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A plan for the use of broadcasting stations not affiliated with networks in the dissemination of Advertising Council public interest material was suggested Monday by the National Association of Broadcasters' Non-Network Affiliates Committee, meeting at NAB headquarters. The suggestion was contained in a resolution adopted by the Committee, "to the end that radio stations of the nation which have no affiliation with any of the national networks may render the finest and most effective cooperation to those projects which have been approved by the Advertising Council."

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The British Musicians Union announced last Friday that American performers cannot make any more recordings in Britain. The Union denied the surprise move was requested by the American Federation of Musicians (AFL), which has banned the making of records in the United States since January 1. The move stops the flow of earnings into the pockets of the American stars who have been flocking to Britain to make records.

Representatives of Decca Records charged that the ban appears to be directed against American artists, rather than an aid to the American Federation of Musicians. They said British records and British artists still can flood the United States.

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