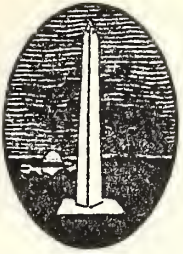


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Founded in 1924

# HEINL NEWS SERVICE

Radio — Television — FM — Communications

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Robert D. Heinel, *Editor*

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No. 1841

WY 88

September 8, 1948

## IF IT'S DEWEY THE BROADCASTERS SHOULD SEE LOWELL THOMAS

If Dewey is elected, one of his top radio advisors unquestionably will be Lowell Thomas, nationally known radio commentator. Because of his wide experience as a newspaper man, magazine writer and movietone commentator, Governor Dewey might also turn to Mr. Thomas for advice in the publishing and movie fields and no doubt already has.

Added to this, Thomas is an author of note having written about 40 books mostly about war and travel and served as a correspondent in both World Wars I and II. As was once said about Richard Harding Davis, Thomas has apparently "been everywhere and seen everything twice".

Lowell Thomas and Governor Dewey have been friends for many years. Furthermore, the former's place, Hammersley Hill at Pawling, N. Y., is near that of Governor Dewey's country residence at Pawling. Thomas, aged 56, is 10 years older than Dewey, who is only 46. Thomas began broadcasting in 1930, has been a commentator for 20th Century-Fox since 1935 and did his first telecast in 1940. His broadcasts from European and Far Eastern points in World War II were notable. Of his books, his first "With Lawrence in Arabia" has been the most famous. Two of his books "Fan Mail" and "Magic Dials" have dealt with radio.

An idea of the active and varied career of Lowell Thomas may be gained from the length of his sketch in "Who's Who in America". The author has the privilege of writing these himself. Whether Lowell wrote his own sketch in the 1948-1949 edition of "Who's Who" is not known but it takes up 74 lines and is more than twice as long as that of Governor Dewey's (31 lines).

Robert J. Casey, noted Chicago newspaper man and author in his book "Such Interesting People" (Bobbs-Merrill Co., Indianapolis) tells this hilarious story, about the now famous commentator and adviser of presidential candidate Dewey.

"Lowell Thomas passed his cubhood with the Journal and remains one of the brightest memories of that odd period. In futile sequence all the reporters of the staff - the young, aged, lame, halt - anybody who had strength enough left to get to the Aurora and Elgin interurban line - were sent out to Wheaton, Illinois, that summer to interview the ubiquitous, and hilarious, Helen Morton - daughter of Mark Morton, the eminent drysalter. Helen had left her home without consulting the local society editors and had come back with a husband, one Roger Bailey, yclept the Virginia Horseman. She was kept in seclusion after her return, and, one after another, we pestered the hot-tempered Mark for word of her without result. I came reasonably close to the story because I actually got to talk to Mr. Morton. He threatened to blow my head off and left the interview to get a shotgun. \* \* \* \*

"Helen was moved from Wheaton immediately after that and placed under the guardianship of Colonel George Fabyan, then engaged at Riverbank, Geneva, Illinois, in proving that Shakespeare wrote Bacon's essays. And there - not in the black tent of Lawrence in Arabia - was where Lowell Thomas started toward greatness.

"Mr. Thomas, being the most inexperienced reporter in the shop, was the last to get a chance to prove the extent of his charm with the Mortons. And, like the cub in the oldest relic of newspaper fiction in existence, he brought home the story.

"It appeared that he had had some trouble getting it. He had been forced to swim the Fox River to reach the guarded estate of Fabyan. But once he had done all this he found Helen Morton seated in a bower and willing to talk. The interview was as fine a job of journalism as the tired city editors of Chicago had seen in many a day. Lowell got a promotion on the strength of it as well as a bonus and an extended vacation. Then the Mortons, through their attorneys Winston, Payne, Strawn and Shaw, sued the Journal (Chicago Daily Journal) for a quarter of a million dollars libel.

"They declared that most of the matter published in the Journal derogatory to the Morton family could not properly be charged to Helen at all. She hadn't said the things about her father for which she was quoted. In point of fact she hadn't said anything at all to the reporter who had interviewed her in Geneva. For she hadn't been in Geneva that day. She had been in Lake Forest, visiting an aunt. . . .

"The crestfallen reporter, apprised of these statements, admitted what Richard Finnegan already knew, that the story of a new swimming of the Hellespont was, as it is called in the trade, a fake. But Mr. Finnegan as usual was realistic about it.

"'Well,' he said, 'you got us into this. I could fire you and let you forget about it but I'm not going to play it that way. Your assignment at the moment is to see Silas Strawn and get the suit dismissed.'

"The youngster welked out with the cheery air of one beginning the march up the thirteen stairs. He came back three hours later.

"'It's all fixed up,' he said. 'There isn't going to be any suit. Strawn says to forget about it. And at the end of next month I'm going to be leaving you. Mr. Strawn and some of his friends are going to send me over to Palestine to get moving pictures and lecture material when Allenby finishes up the Last Crusade. . . . They're raising \$25,000 as a starter.'

"Dic Finnegan started to ask him if this might be classed as another river-swimming performance. But he didn't go on with it. Whether you looked on Lowell Thomas as a hypnotist or miracle man or only as a nice boy who had talked himself out of a jam, it was obvious that he was telling the truth. It was just as obvious that he was on his way forward and upward. . . . When you could gouge \$25,000 out of Silas Strawn you didn't need any further proof of genius. . . . Not with us!"

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## EXTENSIVE CAMPAIGN TO PROMOTE ABC'S NEW CHICAGO TV STATION

To promote Chicago's newest and sturdiest young television giant, Station WENR-TV, Channel 7, which debuts September 17 at 7:00 P.M., an intensive exploitation campaign has been launched by the American Broadcasting Company throughout the city.

An opening announcement letter, directed to 2,000 television dealers in the district, was mailed on Thursday of last week to remind them of T-Day. The reminder includes a suggestion that dealers be prepared to align the sets of their customers to Channel 7 at a moment's notice. As a follow-up, window signs and counter cards were mailed to the same dealers this week calling attention to the opening date, channel number and other information pertinent to the opening.

Five thousand pretzels, on which will be attached a large "7" with printed copy to the effect that "This is the new twist--In Television dials it's to Channel 7" have been ordered and will be distributed prior to September 17.

A campaign to find "Miss WENR-TV" will be conducted presently. The young woman selected will be entered in a local contest to select "Miss Television." The latter contest will be in conjunction with the Television and Electrical Living Show to be held in Chicago's Coliseum, September 18 through 26.

An intensive newspaper campaign, which was begun with Test Pattern advertisements on August 26, currently is underway and will continue to T-Day.

Two days prior to opening night, a quantity of handkerchiefs will be distributed throughout Chicago. Finders of the handkerchiefs, which will bear promotional copy, will receive awards.

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## EGYPT PURCHASES POWERFUL RCA RADIO TRANSMITTER

Purchase by the Egyptian Government of a powerful radio transmitter for a broadcasting center under development near Cairo, was announced last week by Meade Brunet, Vice-President of the Radio Corporation of America and Managing Director of the RCA International Division.

The 50-kilowatt medium wave transmitter, Mr. Brunet said, is to be erected at Abu Zaabal, fourteen miles north of the capital, where the studios are being built. The station will cover the whole Nile Delta, reaching to Alexandria and Port Said.

The sale was completed through the Electrical Engineering Office, distributors of RCA products in Cairo. Three members of the staff of the Egyptian station became acquainted with the design and operation of the new transmitter on a recent visit to the offices of the RCA International Division, in New York, and the RCA Victor plant in Camden, N. J., Mr. Brunet said.

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## RMA REPORTS TV SET SHIPMENTS RISE 50 PERCENT 1ST HALF 1948

Television receiver shipments by RMA member-companies were 50 percent greater during the second quarter of 1948 than in the first quarter and brought total postwar shipments as of June 30 to more than 425,000, the Radio Manufacturers' Association reported last Saturday.

TV sets were shipped to 31 States and the District of Columbia during the second quarter of this year as compared with 26 States and the District of Columbia in the first quarter, but some small shipments went to States without television service and apparently were for exhibit only.

The New York-Newark area continued to maintain a strong lead in the number of TV sets received, but percentage-wise shipments to this area dropped as other cities with television stations showed steady gains.

Other TV service areas which received an increasing number of TV sets and remained among the leaders are: Philadelphia, Chicago, Los Angeles, Boston, Washington, D. C., and Baltimore.

Second quarter TV set shipments by RMA manufacturers totaled 153,455 as compared with 106,136 during the first quarter, bringing the half-year total to 259,591. Shipments of 162,181 TV sets were reported by RMA members in 1947. No reports were made on 1946 shipments, but RMA members produced 6,476 TV receivers.

Shipments continued to lag somewhat behind production figures of the same companies as some sets remained in manufacturers inventories. RMA member-companies reported production of 278,896 TV sets during the first six months of 1948 and a total of 463,943 since the war. July production reports added 56,089 TV sets.

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## PHILADELPHIA'S RADIO AND TV TASTES TESTED ELECTRONICALLY

A research study was launched in Philadelphia last week to find out - electronically - what American radio and television audiences want and aren't getting, the United Press reported.

Instead of calling homeowners with the old query, "What program do you have turned on?" Albert Sindlinger's new radox device registers automatically every time a radio is turned off or on, or a program changed.

The small box-like attachments have been installed on radios and television sets in 60 scientifically-selected homes in Philadelphia and are going in at the rate of 20 a week. Listeners' preferences are registered automatically on a central control board, and a radio or television station can get the information over teletype machines as fast as the listener twists the dial.

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## GEDDES, RMA, SLAMS BACK AT BAILEY, FMA, RE RCA CHARGE

Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association, in a letter to "Bill" Bailey, Executive Director of the FM Association, denied the charges that the RMA couldn't list television sets which include 88-108 mc FM circuit "without the approval of RCA", which Mr. Bailey has included in a statement he had released August 30th analyzing July set production statistics.

The release of Mr. Bailey to which Mr. Geddes referred, included the following statements:

"FMA has formally requested RMA to list the FM-television set production separately from straight television sets, just as it does FM-AM units, but we have been advised that the RMA cannot make such listings without the approval of RCA. FM broadcasters, radio advertisers and the public are entitled to know how many television sets contain FM bands.

"When the RMA does break down the figures, as we have requested, the public and industry generally will be in for a pleasant surprise. A breakdown of television receivers into the categories of straight television and FM-television sets will show conclusively that FM set production is forging ahead at a rapid pace.

"Why the RMA withholds this valuable information from the public and from radio advertisers and broadcasters is difficult to understand."

In his letter, Mr. Geddes demanded that FMA correct "mis-statements" which are "completely without foundation" and said that "some statements in your press release are untrue as well as unfortunate and embarrassing to our mutual interests and relations.". He added:

"Your statement that you 'have been advised that RMA cannot make such listings (breakdown figures on television sets containing FM bands) without the approval of RCA' is not true. You were correctly advised by Chairman Frank W. Mansfield of our Industry Statistics Committee that the RMA statistics are 'coordinated' with those of RCA. This coordination consists only of similar classifications or breakdowns of receivers, for the convenience of manufacturers for their comparisons between the RMA and RCA statistics, but your statement that the RMA listings require the 'approval' of RCA is completely without foundation, also capable of improper and unjustified inferences.

"A following paragraph in your Aug. 30 press release imputes and implies that RMA is deliberately withholding FM production information, with deception to the public, because it hasnot yet been able to secure breakdown figures on the number of television receivers which also contain FM bands. These inferences are both unfair and unjustified."

Max F. Balcom, President of the RMA, on Monday appointed two liaison committees to work with representatives of the National Association of Broadcasters and the FM Association in order to work for



continued joint industry cooperation and action between the radio manufacturers and broadcasters. Early meetings of both industry groups are planned to promote broadcasting services and receiving set sales for radio, both AM and FM, and television.

The RMA Committee for Liaison with a similar NAB Committee recently appointed by NAB President Justin Miller is headed by Paul V. Galvin, President of Motorola, Inc., Chicago, and includes George M. Gardner of the MRA Set Division (Chairman of the Set Division), President of Wells-Gardner & Co., Chicago; H. C. Bonfig, Vice-President of Zenith Radio Corp., Chicago; Dr. Allen B. DuMont, President of Allen B. Du Mont Laboratories, Inc., Passaic, N.J.; Frank M. Folsom, Executive Vice-President of RCA Victor Division, Camden, N.J.; and L.F. Hardy, Vice-President of Philco Corp., Philadelphia.

The NAB Committee includes: T. A. M. Craven, WOL, Washington, D.C.; Everett Dillard, KOZY, Kansas City, Mo.; William Fay, WHAM, Rochester, N.Y.; James D. Shouse, WLW, Cincinnati, Ohio, and George B. Storer, WJBK, Detroit, Mich.

RMA Director H. C. Bonfig, Vice President of Zenith Radio Corp., Chicago, was named Chairman of the RMA Committee for Liaison with the FM Association, and President Ray H. Manson of Stromberg-Carlson Company, Rochester, N.Y., was appointed Vice Chairman.

Other members of the RMA Committee for Liaison with the FM Association are: W.R.G. Baker, Vice-President of General Electric Co., Syracuse, N.Y.; W. J. Barkley, Executive Vice-President of Collins Radio Co., Cedar Rapids, Ia.; John W. Craig, General Works Manager, Crosley Division, Avco Mfg. Co., Cincinnati, Ohio; Frank M. Folsom, Executive Vice President of RCA Victor Division of RCA, Camden, N.J.; G. M. Gardner, President of Wells-Gardner & Co., Chicago; L. F. Hardy, Vice-President of Philco Corp., Philadelphia; W. P. Hilliard, General Manager, Bendix Radio, Division of Bendix Aviation Corp., Baltimore; H. J. Hoffman, Vice-President of Machlett Laboratories, Inc., Springdale, Conn.; S. Insull, Jr., Manager of Radio Division, Stewart-Warner Corporation, Chicago; E. A. Nicholas, President of Farnsworth Television & Radio Corp., Fort Wayne, Ind.

The FM Association at its annual convention in Chicago Sept. 27-29 plans to appoint a similar committee for conference with the RMA group.

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#### GERMANY BRITISH ZONE TURNING OUT 12,000 RADIO SETS MONTHLY

In the British Zone of Germany, 10 firms are manufacturing radio receiving sets at the present time. Output totals 12,000 units monthly. Production capacity is estimated at 20,000 set per month, providing material and labor are available. Production includes both A.C. and D.C. sets. Some models are manufactured according to individual specifications.

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## ABC, HOLLYWOOD, L.A. HERALD-EXPRESS SIGN 10-YEAR NEWS PACT

Two leading media in the field of communications -- a national radio network and a great metropolitan newspaper -- pooled resources last Friday to give added impetus to the growing power of tele-journalism when the American Broadcasting Company in Hollywood and the Los Angeles Herald-Express entered into a 10-year radio and television pact.

Under the agreement, news-gathering facilities of the Herald-Express and the broadcasting and telecasting facilities of ABC will be combined in cooperative coverage of news and public service events. Don Searle, Vice-President in charge of ABC's Western Division, and David Hearst, Executive publisher of the Herald-Express, signed the agreement at ABC's executive offices in Hollywood.

The pact sets into operation a program calling for the exchange of newspaper and television and radio facilities to the greatest possible extent consistent with the public interest. Provision has been made for ABC to televise over KECA-TV, scheduled to go on the air in December, sporting events and other features sponsored by the Herald-Express.

KECA news coverage will be supplemented by reports of local news fed from the Herald-Express city room to the ABC newsroom for immediate broadcast or telecast over KECA, KECA-FM, KECA-TV, or the entire ABC network. Construction is well under way on the KECA-TV transmitter on Mt. Wilson, with equipment ready to be installed for beaming the station's video signal over Channel 7 to the entire Southern California TV area.

ABC will give credit on the air to the Herald-Express as a news source and will make available to the newspaper its physical locations in order to provide source material and background for Herald-Express news coverage dealing with television.

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## CBS BUYS "AMOS 'N' ANDY"; \$2,000,000 SKY-HIGH TALENT DEAL

Following rumors of the past week or so, the Columbia Broadcasting System confirmed the fact that they had bought all rights to Amos 'n' Andy. It is an unprecedented talent deal with the money part of it zooming to the \$2,000,000 bracket. The negotiations which have just been completed give CBS "all right, title and interest of every kind and nature whatsoever in and to "Amos 'n' Andy" and every one of the fabulous air show's many-faceted ventures.

Freeman Gosden ("Amos") and Charles Correll ("Andy"), who started the saga of Amos 'n' Andy 22 years ago, will continue to appear on the program. Under the contract, also, CBS acquires all Amos 'n' Andy rights, ranging from all rights to the use of the name, characters, scripts and plots, phrases, catchwords and slogans, through all subsidiary properties and on into total rights to stage, movie, television and radio uses henceforth. This acquisition marks

the first time in broadcasting history that a network has purchased the ownership rights in an outstanding program, and all subsidiary rights from the originators.

Amos, Andy and their assorted collection of dialects and supporting players will resume their adventures on the full coast-to-coast network of the Columbia Broadcasting System under the sponsorship of Lever Brothers Company in behalf of Rinso.

"We are happy and proud to welcome Amos 'n' Andy back to the Columbia network", William S. Paley, Chairman of the Board of CBS, said. "Years ago the American radio audience - and it can be truly said that that includes practically all Americans - took them to its heart. And ever since they have been delighting us all with their inimitable humor and fantasy. Their huge following has never wavered; each new generation has embraced them as its own discovery. Styles and tastes have changed, but if Amos 'n' Andy have proved anything, it is the enduring value of their art."

The Amos 'n' Andy broadcasts will originate on the West Coast from Columbia network facilities in Hollywood, where Messrs. Gosden and Correll established a base for operations years ago. Amos 'n' Andy made their radio debut under that name in Chicago on March 19, 1928.

Over the years, Correll and Gosden have created and acted some 190 characters. Currently, Gosden is heard not only as Amos and the bluff, scheming Kingfish, but as the shiftless Lightnin', the newspaperman Frederick Montgomery Gwindell and the inventor Flukey Harris. Correll is heard as Andy and the dignified Henry van Porter.

Correll and Gosden, who for many years did all their own writing as well as acting, have given ground on both counts in recent years. They now have a staff of writers, and many of their regular supporting characters are played by leading Negro and white actors.

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T. J. HAMILTON, N.Y. TIMES, TO COVER U.N. PARIS MEETING FOR ABC

Thomas J. Hamilton, Chief of the United Nations Bureau of the New York Times, will inaugurate a special Sunday series of analysis and commentaries on the U. N. General Assembly sessions in Paris beginning Sunday, Sept. 12 at 12:15 P.M., EDT, over the American Broadcasting Company. The programs will be aired weekly until the termination of the meetings.

A former Rhodes Scholar, Georgia-born Hamilton has been connected with the Times as a foreign correspondent and as a member of its Washington staff since 1936, with the exception of three years he served in the Navy. In 1946 he was appointed Chief of the Times' U.N. Bureau.

During the war, Hamilton served as OWI liaison with the British Broadcasting Corp., later becoming News Director of the American Broadcasting Station in Europe in 1944. He recently completed a weekly series of commentaries on U.N. affairs for the Canadian Broadcasting Corp.

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## FCC REBUKED ON ATHEISTS; CONGRESS REPORT NEXT WEEK

The Federal Communications Commission was rebuked by the special House Investigation Committee last week for a 1946 decision which many radio stations interpreted as an order to allow broadcasting time to atheists.

The Committee, headed by Representative Forrest A. Harness (R), of Indiana, approved a report demanding that the FCC immediately rewrite the decision and remove the controversial language.

The Committee said its full report will be issued next week. It is based on two days of public hearings during which the decision was defended by the FCC and an atheistic organization and attacked by radio stations and religious groups.

FCC Commissioner Rosel H. Hyde told the Committee last week that radio stations need fear no reprisals from the FCC if they failed to grant broadcasting time for atheistic programs. But he defended the decision as intended to protect rather than throttle freedom of speech.

Committee sources said that unless the FCC eliminates disputed language from its decision, corrective legislation will be introduced at the next session of Congress.

The dispute stems from the so-called "Scott decision" handed down in 1946 in response to a petition by a California atheist who had been denied broadcasting time by three West Coast radio stations. He appealed for revocation of their broadcasting licenses. The Commission rejected that plea but issued a long and complicated ruling which stated in effect that atheists had the same right as religious groups to air their views.

FCC General Counsel Benedict P. Cottone strongly defended the agency ruling in testimony before the House Committee. He said that the FCC intended to prevent censorship rather than impose it when it made the decision.

Mr. Cottone said:

"The fundamental proposition stated in the Scott decision is one of insistence on freedom of speech on the air. Since this proposition is insisted upon by government, it has been characterized by Mr. Petty as Government censorship and government 'thought police'. I emphatically deny that such governmental insistence on freedom of speech is censorship. I assert, on the contrary, that it is the doctrine insisted upon by Mr. Petty (counsel for the National Broadcasting Association) of complete freedom of the broadcast licensee to permit or exclude as he pleases the expression of particular points of view on the public airways, is really the doctrine which would make each licensee a 'thought policeman' without accountability to the public for his administration of the frequency entrusted to his use."



Mr. Cottone said the Scott decision was written by former Commissioner Clifford J. Durr in 1946.

Earlier the Committee heard William J. McCarthy, Clifton, N.J., who described himself as "an absolute atheist". He said he favored government control of what goes on the air "because people own the air".

Kenneth M. Whitten of the Friendship Liberal League, Inc., Philadelphia, said radio stations there either refused or ignored his request for time to discuss religion. "An atheist has precisely the same rights, no more, no less, as a bishop", he said.

The Rev. Edmund A. Walsh, S.J., Vice President of Georgetown University, speaking more than an hour from notes, told the Committee:

"The relevant fact is that the Government of the United States has unequivocally accepted the existence of a Supreme Being." Nevertheless, he said, the FCC has accepted "by innuendo" Scott's claim that "the existence of God is a controversial subject and, hence, atheism should be admitted to the radio on parity in rebuttal of Christianity and other religions."

The FCC, he continued, had "embarked on a definitely sympathetic argument which logically should have terminated in revoking the licenses as requested."

Rabbi Paul Richman, representing the Synagogue Council of America, defended the right of atheists to present their views on the air. He added the hope that the Scott decision "does not mean that the radio will be open indiscriminately to atheists for attacks on religion."

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#### FMA TO HEAR BUS RADIO, STORE ADS, TIME SALES EXPERTS

That FM broadcasters are interested primarily in the economically sound operation of their stations is indicated in questionnaires sent to registrants for the Second Annual Convention of the FM Association in Chicago Sept. 27-29, Marion Claire, Director of WGNB reports.

Replying to questions as to what topics FM broadcasters wanted discussed at their Convention, 91% replied "Time Sales".

Programming and promotion drew responses from 76%, indicating, Miss Claire explained, broadcasters realize that before they can operate their stations on an economically sound basis, they must have the right type of programs and the proper promotion.

This will be thoroughly discussed at the forthcoming gathering along with transit radio and store casting in which much interest was also shown.

Speaking on transit radio, in which FM receivers are installed on public conveyances such as busses and street cars, will

be Hulbert Taft, Jr., President of Transit Radio, Inc., and General Manager of the Cincinnati Times-Star radio stations, WCTS (FM) and WKRC.

Through transit radio millions of people who ride public conveyances will be given crystal-clear entertainment on their way to work in the mornings and home in the evenings, is Mr. Taft's belief. The transit radio system already is installed in Cincinnati and is being established in several other cities, among them Baltimore, Md., where the Sunpapers, operators of WMAR-FM, are cooperating; Wilkes Barre, Pa., where WIZZ(FM) is effectively using the system, and in several other cities.

Heading discussions on store casting will be Cy Neuman, radio director of Menough, Martin and Seymour, Des Moines advertising agency, one of the pioneers in this method of reaching maximum audiences with the improved FM.

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#### TRADE GROUPS TO SUPPORT RMA AND NAB RADIO WEEK, NOV. 14-20

Widespread cooperation of retail and wholesale trade organizations, as well as other groups associated with the broadcasting industry, in the promotion and observance of National Radio Week, Nov. 14-20, is indicated in the initial responses to letters of invitation from the RMA-NAB National Radio Week Committee, Chairman W. B. McGill, of Westinghouse Radio Stations, Inc., said yesterday.

More than a dozen trade groups have pledged their aid in making the 28th anniversary of radio broadcasting the industry's greatest joint celebration, Mr. McGill said, and others are being heard from almost daily.

A progress report on the plans for National Radio Week promotion will be made to a joint meeting of the Radio Week Committee and the RMA Advertising Committee, on Thursday, Sept. 9, at New York.

Promotion material that will be reviewed by the Committee includes a poster for display by high schools, radio dealers, broadcasting stations, and others in connection with the "Voice of Democracy" radio script contest for high school students which will again be a highlight of the Radio Week program.

The "Voice of Democracy" contest will be sponsored in hundreds of cities and towns over the country by chapters of the U.S. Junior Chamber of Commerce in cooperation with local broadcasters and radio dealers. The four national winners will be brought to Washington by RMA and NAB to receive \$500 college or university scholarships next January.

The merchandising promotion will center about the "Radio-in-Every Room .. Radio-for Everyone" theme.

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## RADIO JOURNALISM COUNCIL WOULD IMPROVE NEWS PROGRAMS

The Council on Radio Journalism meeting in Denver last week has recommended that, in view of the large number of Americans who get most of their news from radio, broadcasters should emphasize better news programs of local origination, and journalism schools and departments should strive to improve their instruction.

Meeting at Denver and Boulder, Colo., in a two-day gathering, the Council had as its guest Ralph Hardy, KSL, Salt Lake City, Chairman of NAB's Educational Standards Committee, and an NAB representative on the newly formed University Association for Professional Radio Education.

R. Russell Porter, University of Denver Coordinator of Radio, and President of the UAPRE, told the Council that its work since its founding by NAB and the American Association of Schools and Departments of Journalism in 1945, clearly demonstrates what can be done in other fields by the UAPRE.

CRJ Chairman Mitchell V. Charnley, of the University of Minnesota, was authorized by the group to appoint committees to study the field of instruction. A news clinic for journalism teachers, similar to the clinics held regularly for station news directors by the CRJ, will be one of the proposals investigated by the committees.

Considering the question whether television news is ready for inclusion in radio journalism curricula, the Council was told by William Brooks, NBC Vice President and Director of the Council, that it is too soon to begin to teach television news techniques. He explained that the techniques are still experimental. He added, however, that an exception to this rule is a school cooperating with a well-financed and progressive television station. Even in such a case, he said, the students would be post-graduate students.

Ralph D. Casey, Director of Minnesota University's School of Journalism, addressed the Council on the needs of radio journalism in war-torn areas of the world. Mr. Casey recently returned from Paris, where he was the professional education representative to the Technical Needs Commission of UNESCO. He added that American schools may be expected to receive foreign nationals who would come to study news teaching techniques here.

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"The WNBT telecast of the Navy show from the Leyte, one of the major beats in the history of television, was arranged by John Royal, more than a year ago. Royal nursed the project until the final moment, and three minutes before the telecast they still weren't sure it could be done." - Leonard Lyons' column.

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 ::: SCISSORS AND PASTE :::  
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Sen. Johnson, Colorado, Has Hard Re-election Fight  
 (Robert S. Allen in "Washington Post")

(Note - If Senator Johnson (D), of Colorado, is re-elected and if the Democrats win the Senate as they are now freely predicting, he would succeed Senator Wallace White as Chairman of the Interstate Commerce Committee which handles radio and communications. If the Democrats didn't win the Senate and Senator Johnson won, he would be the ranking minority member and Senator Tobey (R), of New Hampshire, would be the Senate Interstate Commerce Committee Chairman if he accepted that in preference to the Banking Committee.)

The Colorado crusader, Eugene Cervi, is a stocky, bustling, former newspaperman who was born in a miner's cabin. Cervi has set the State on its ear by his slashing campaign against Senator Ed Johnson.

The conservative Democratic boss of Colorado, Johnson, at 64, is seeking a third term in the Senate. Tall, hulking and slow in movement and speech, he was undecided for a long time whether to run. It's probable he now wishes he hadn't in view of the tough going he has encountered from Cervi.

The young militant has spared no punches. Throughout, Cervi has carried the fight to his old opponent. In speeches and snappy campaign literature, Cervi has raked Johnson from stem to stern with his own Old Guard voting record in the Senate. Cervi has dug up every vote cast by Johnson and is nailing him embarrassingly on them.

The battle is the toughest Johnson has had in his long career. His chances are very uncertain. Polls show a touch-and-go situation. Also, two years ago, contrary to the national trend, Colorado gave smashing majorities to liberal Democrats.

It looks bad for Johnson.

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Television Watcher Sees Lizard Bite Her Husband  
 ("Associated Press")

When Wynford Vaughan Thomas, television broadcaster, came home with a bandaged finger a week or so ago, Mrs. Thomas knew without being told that he had tangled with an irritated reptile.

Mrs. Thomas saw it happen, right on the television screen in her Kensington (England) home. Her husband was broadcasting impressions from the London Zoo.

An attendant showed Mr. Thomas a long Chinese lizard called a gecko and, just as he was explaining what a sweet disposition it had, the gecko clamped its powerful jaws on Mr. Thomas' finger. He didn't scream, but Mrs. Thomas - some miles away - did.

The technicians managing the broadcast were so delighted with the unscheduled excitement that they kept their cameras and microphones trained on the spurting blood and the process of prying open the lizard's jaws with a pen knife.

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Petrillo Gets An Assist From British Musicians Union  
(Arnold Fine in "Washington Daily News")

American singers who have been beating the Petrillo ban on recordings by traveling to England for musical accompaniment by British musicians are now chanting the blues.

The British musicians' union has announced that its membership henceforth is barred from making such recordings. This move is bringing widespread comment from those in the trade.

A local representative of the American Federation of Musicians, who wishes to remain anonymous, declares that in all probability the British ban will mean a complete victory for Mr. Petrillo in the recording controversy.

A Washington record shop owner, however, believes it will goad many platter companies into open rebellion against the AFM, with a resumption of recording in this country by whatever AFM or non-union musicians who want a job. He contends such action is justifiable under the Taft-Hartley law.

The British ban curbed the Andrews Sisters, on a personal appearance tour there, only a few hours before they were scheduled for a recording session accompanied by a British band. Other American musicians in England now barred from cutting records are Dinah Shore, Hoagy Carmichael and Betty Hutton.

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U.N. News Convention  
("Washington Post")

The convention on freedom of information which the Human Rights Commission of the United Nations Economic and Social Council adopted at Geneva and will send without recommendation to the General Assembly at Paris is an indubitable disappointment even to guarded Western hopes. It does not seem at all likely that the agreement will lift the iron curtain in the slightest or put an end to any of the numerous restraints upon free access to news in the many lands, where these are imposed by censorship, discrimination or exclusion. It is a fundamental of Western thought that freedom of information is a powerful promoter of international understanding. But apparently some measure of international understanding is a prerequisite to the very freedom by which it is to be fostered.

The American delegation opposed two amendments introduced by Latin-American states and supported by the Eastern bloc. One of these, sponsored by Colombia, provides that each member country may make and enforce controls over news relating directly to national security. This can mean only censorship, and in an area as broad as any government wishes it to be, since national security nowadays traverses the whole range of national endeavor. The effect of this is to authorize what would be intolerable to free societies and what would at the same time give countenance to severe restrictions upon news in the societies that are not free.

The second amendment, sponsored by Mexico, declares that "nothing in the present convention shall limit the discretion of any contracting state to refuse entry into its territory to any particular person or to restrict the period of his residence. . ." This means that the Soviet Union can go right on excluding critical journalists or that the United States, for that matter - and this country

(continued at bottom of page 16)



TRADE NOTES

A small, portable tone generator, designed primarily for use in broadcasting studios, is now in production, it was revealed by the RCA Engineering Products Department. The new instrument (Type WA-26A), combining a high-quality audio oscillator and sensitive meter, supplies a suitable tone for use in equalizing remote telephone lines.

Dr. Edwin H. Colpitts, Director of the Engineering Foundation of New York, will be the 1948 recipient of the 100-year-old Cresson Medal of the Franklin Institute of Philadelphia. The award will be presented to Dr. Colpitts on Oct. 20 in recognition of his scientific achievements in the development of long-distance communication by telephone and radio.

Dr. Colpitts' service with the National Defense Research Committee in World War II won him the Medal for Merit. He holds twenty-four patents on telephonic inventions.

Development of a new television antenna which it is said will increase the range of television and FM sets in fringe areas by as much as 15 to 25 miles was announced by the Eastern Transformer Co., Inc., of New York City. The new unit is said to eliminate the need for most towers now deemed necessary in fringe areas.

Other features of the new antenna are: ease of assembly and installation; mechanical stability of design and operation; correction of "ghost" images; comparatively low cost; and elimination of unwanted sound and picture disturbances caused by automobiles, X-Ray and diathermy equipment.

Station WEGM, Quincy, Ill., will become affiliated with the American Broadcasting Co. effective October 1. Owned by the Quincy Broadcasting Co., WEGM operates full time on 1,000 watt power. The affiliation of WEGM will increase the total number of ABC affiliates to 269.

American Bosch Corporation - Six months to July 4: Net profit \$791,104 or \$1.14 a share, compared with \$537,477, or 77cents a share, last year; net sales \$8,983,888 against \$10,449,652; June quarter: Net profit \$491,129 or \$.71 a share on sales of \$4,648,281, compared with \$330,943, or \$.48 a share on sales of \$5,435,449, a year ago.

WWHG, W. H. Greenhew Co., Inc., Hornell, N. Y., granted six-months special temporary authority by the FCC to operate a 10-watt satellite station on Channel No. 285 (104.9 mc), to improve reception of FM programs of WWHG in Hornell. Previous efforts to remedy the situation by reorienting or changing position of receiving antennas proved unsuccessful. Tests by applicant with a transmitting antenna supported by a helicopter 400 feet above the transmitter gave no appreciable improvement.



In the photo-history book, "I Distinctly Remember" by Agnes Rogers and Frederick Lewis Allen depicting the period from 1918 to Pearl Harbor, is this caption of a picture of Dr. Frank Conrad of Westinghouse:

"Dr. Conrad wasn't the first man to get the idea of using radio for general entertainment. For instance back in 1916 David Sarnoff then with the Marconi Company sent a note to the general manager saying, 'I have in mind a plan of development which would make radio a household utility. The idea is to bring music into the house by wireless.' And he proposed transmitting music to a 'radio music box'. The plan did not go through then and it was Dr. Conrad who actually started things going."

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Funeral services for Kenneth B. Warner of West Hartford, Conn., for 29 years Secretary of the American Radio Relay League were held last Saturday. He was born in Cairo, Ill, fifty-three years ago.

Mr. Warner joined the American Radio Relay League in 1919. In 1925, with Hiram Percy Maxim, then President of the ARRL, Mr. Warner played a prominent role in the organization at Paris of the International Amateur Radio Union, an association composed of amateur radio societies.

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Following the meeting of the Board of Directors of the Radio Corporation of America held last Friday in New York, Brig. Gen. David Sarnoff, President and Chairman of the Board, announced that a dividend of 87-1/2 cents per share has been declared on the outstanding shares of \$3.50 Cumulative First Preferred stock, for the period from July 1, 1948 to Sept. 30, 1948. The dividend is payable October 1, 1948, to holders of record at the close of business Sept. 13, 1948.

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Committees of the National Association of Broadcasters and Television Broadcasters' Association met at the Waldorf-Astoria Hotel in New York last week to discuss future trade association needs. The committees concluded that all the elements of electronic mass communication, comprising television, sound broadcasting and facsimile, must maintain a continuously unified front upon matters of industry-wide interest.

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Radio receiving tube sales dropped to 9,637,244 in July due to vacation plant shutdowns in the radio industry and other seasonal and market conditions, the Radio Manufacturers' Association reported last Friday. June sales were 15,114,272.

July sales brought the year's total reported by RMA member-companies to 109,643,207. July sales were classified as follows: 6,466,320 for new sets, 2,824,013 for replacements, 308,620 for export, and 38,291 for government agencies.

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#### U. N. News Convention (Continued)

has not been hospitable of late to writers from behind the iron curtain - can do the same on this side. This is, of course, an indisputable attribute of sovereignty. But it is precisely the attribute which an international agreement designed to promote freedom of information should aim to mitigate rather than to perpetuate.

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