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No. 1842

September 15, 1948

COY SAYS MAY TAKE 6 TO 9 MONTHS TO REVISE TV ALLOCATIONS

Newly acquired information having to do with tropospheric interference has evidently thrown the Federal Communications Commission into a tailspin with regard to future procedure pertaining to television broadcast allocations.

Addressing the TV Industry Commission Conference in Washington last Monday, Wayne Coy, FCC Chairman, declared it might take six to nine months to revise the Commission's TV standards and rules. He said:

"It is my observation that the planning aspects of any radio service are never ended. This is another way of saying that we never know and never pretend to know at any one time all there is to know about radio propagation in any particular part of the spectrum. After many years of standard broadcasting, we still are learning about Sky Wave propagation. As our knowledge increases, our Engineering Standards must be reexamined.

"But the use of the radio spectrum cannot be delayed until the scientists tell us that they now know all there is to know about the spectrum. Engineers are always making application of scientific data in arguing for the establishment of new radio services. As we develop radio services, we continue to increase our knowledge and to improve the standards for the betterment of the service.

"We stand at this point today with respect to television service in the VHF frequencies. Service was inaugurated in these bands prior to the war. The commercial use of these bands is almost entirely a post-war development. Many of the characteristics of these frequencies were indicated in the early use of them by the television service and today there is a larger body of information available because of the increased number of stations utilizing the frequencies in the band between 54 and 216 Mc.

"In the allocation proceedings pursuant to the order of the Commission issued May 5, 1948, representations were made to the Commission of the serious affects of tropospheric interference in the present television allocation plan and in the proposed television allocation plan. These claims of interference are in general supported by the studies made by the Commission's Bureau of Engineering and I understand by studies made by other agencies of the Government. We cannot close our eyes to new scientific data. The standards of good engineering practice must reflect what we know about tropospheric propagation. And any allocation plan must be based upon standards of good engineering practice, at the very least recognizing all the scientific data reflected in the standards if not affording stations protection from all of the interference known."

To summarize "where we are at", Chairman Coy said at the conclusion of a 14-page, single spaced typewritten statement:

"(a) There were 18 commercial VHF television channels available at the outbreak of the last war, but this number has now been reduced to 12, primarily because of the requirements for spectrum space of other radio services. The Commission has issued 116 authorizations for commercial television stations and 304 applications are now pending. 36 of the stations authorized are now in operation in 21 cities and the remaining 79 in 68 cities are under construction.

"(b) The geographical allocation plan for television now pending reflects a continuing effort to obtain the maximum number of assignments with the few frequencies available. We have continually thrown away the 'safety factor' of greater mileage separations in a series of progressive steps, and today the assignments on these 12 channels are exposed to interference due to tropospheric propagation, because of the relatively close spacings between stations in many sections of the country.

"(c) The Commission is now confronted with a basic conflict in the desires of the industry to obtain stations with many large service areas and at the same time have a large number of assignments in each of the various cities.

"The Commission's notice providing for this conference today set forth these issues:

- "1. Whether the Commission should initiate proceedings to revise the television allocation rules and standards prior to final decision.
- "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.

"Issues 1 and 3 must, of necessity, be considered together. We cannot have any understanding of the problem in issue 1 without knowing what the procedures would be to effect a revision of our standards of good engineering practice and allocation rules. The time required for such changes in our standards of good engineering practice and allocation rules is likewise an important factor, particularly in relation to Issue No. 2.

"If changes are to be made to reflect in our standards of good engineering practice current information about tropospheric propagation it would seem that the logical steps are as follows:

- "1. An engineering conference should be held to discuss methods of measuring tropospheric effects. Such a conference might well include engineers interested in the VHF television service and the FM service. The methods of measuring tropospheric effects are mutually applicable to these services. Data on tropospheric propagation now in the hands of the Commission can be put in

shape for distribution to those concerned within the next month. A reasonable period of time for study of this information would seem to be 30 days so that we might think in terms of a general engineering conference about the middle of November.

- "2. Following that general engineering conference, two further engineering conferences could be held. One would discuss what standards on tropospheric propagation, if any, would be incorporated in the standards of good engineering practice for television, and the other to do the same thing for the FM service.
- "3. The next logical step would be the incorporation of such standards respecting tropospheric propagation in the rules of the Commission.
- "4. The revision of the television allocation plan based upon the new standards, or recognition in the Commission's standards of good engineering practice of the effects of tropospheric propagation with a specific provision, however, that protection will not be accorded in making allocations of television channels to the various cities.

"You can make your own estimate of the time required for the various steps outlined above as well as I. It seems to me that the minimum amount of time is in the order of 6 months for such a revision of the Commission's standards and rules. Nine months might well be taken as a better estimate of the time that will actually transpire. I do not want to minimize this problem at all, and the longer the period of time that elapses, the more aggravated becomes Issue 2 now before us.

"This particular phase of the problem raises the question of whether we want adequate planning reflected in the television service or whether we are going to yield to the insistent pressures of applicants who are now willing to take whatever they can get but who, like persons now holding authorizations, will then want large service areas and protection from interference. It seems obvious that if we are to pursue the procedures I have been talking about, the processing of applications will necessarily need to be held up pending the adoption of a final rule on a new allocation plan."

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Mrs. Dorothy Lewis, Coordinator, Women's Broadcasts, United Nations, speaking at the WTOB-CBS Workshop in Washington, said:

"The first sound that was heard around the world was the barking of a dog. WGY was all set up for the first round-the-world broadcast, when a dog ambled in and barked."

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NEW SYLVANIA TELEVISION TUBE PLANT NEARING COMPLETION

Current expansion of television viewing tube production by Sylvania Electric Products, Inc. will include a new plant at Ottawa, Ohio, the company's second new unit to go into production this year, according to J. C. Farley, General Manager, Radio Division. He said that operation of the new plant will begin within a few weeks and that it will double Sylvania's present rate of tube output for the increasing demand of television set makers.

"Initial production facilities at Ottawa", he continued, "will be increased, supplementing the capacity of two plants at Emporium. Decision to establish a new television tube plant in Ohio is consistent with Sylvania's decentralization pattern. The location, close to supplies of vital glass and strategically located for distribution to television set manufacturers in the Chicago area, should help expedite shipments by reducing transportation time required for both raw materials and finished product."

"Operations at Ottawa", he added, "should release facilities at the Emporium plant for tubes for set manufacturers located in the East, since both plants will be equipped to make a complete range of viewing tubes now in strong demand. These include an increasing number of twelve and one-half inch and fifteen inch sizes in addition to the popular ten inch and the seven inch size for smaller sets. While the majority of tubes produced at both locations will be for television sets, a nominal number of cathode ray tubes for industrial applications will also be scheduled."

Willis C. Toner, formerly Superintendent of Television Tube Plants at Emporium, Pa., has been appointed Manager of the Ottawa plant by W. H. Lamb, General Manufacturing Manager of Sylvania's television tube plants.

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CBS REPORTED SEEKING ST. LOUIS GLOBE-DEMOCRAT TV TIE-IN

The Columbia Broadcasting System is reported to be seeking an interest in the proposed St. Louis Globe-Democrat station if the Federal Communications Commission grants the Globe-Democrat's TV application.

It had been reported that CBS was interested in buying into St. Louis television as it had invested in Los Angeles. The network recently negotiated an arrangement with KTTV, the Los Angeles Times station, in which CBS now owns 49% of the stock.

The Globe-Democrat, one of seven applicants for four video channels, operates KWGD-FM. CBS owns the 50-kw KMOX, in St. Louis.

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NO LOTTERY SAYS WARL, ARLINGTON, ANSWERING QUIZ PROGRAM CHARGE

Radio Station WARL, of Arlington, Va., denied Monday charges that a "Dollars for Answers" program it had broadcast violated the lottery section of the Communications Act, according to the Associated Press.

The station contended the program, now discontinued, was one "predominantly of skill."

The FCC on August 5 said it agreed with its Examiner's report holding that the program was in violation of Section 316 of the Communications Act of 1934.

In its answer Monday, the station asked for a hearing before the Federal Communications Commission to present additional information.

The Commission also on August 5 - in a separate action - indicated it will crack down on various radio "money" programs.

Because of the "growing number" of such programs, the Commission said it proposed to lay down stringent rules as to what type programs may be broadcast.

It has agreed to hear arguments October 19 before putting any new rules in force for the industry.

In the Arlington case, Station WARL contended Monday that 97 percent of the persons called on the telephone to answer "money" questions had not been listening to the program. Although admitting that the correct answers were given over the air prior to the telephone calls, the station said 44 percent of the prize winners were not listening to the station at the time of earning the award.

Thus, the station insisted, it had not violated the lottery chance section of the act.

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A RADIO FREQUENCY MASS SPECTROMETER

A comprehensive investigation of the conditions for the formation of negative atomic ions of the heavier metallic elements had led to the development, by Dr. Willard H. Bennett of the National Bureau of Standards' physical electronics laboratory, of an extremely valuable method for detecting, separating, identifying, and measuring such ions. This is one of the most neglected fields of research in pure physics. Since negative atomic ions, consisting of atoms with extra electrons, have very low energies of formation, their study has been difficult because of the rapid dissociation of the ions in very short distances of travel; that is, before they can reach a measuring electrode. The exacting requirements of this field of research have now been met by means of a specially designed vacuum tube which provides a greatly simplified and flexible

radio-frequency mass spectrometer. This spectrometer not only opens up a new means of exploring the little-known fundamentals of negative atomic ions but its special characteristics make it widely applicable for other uses, including the mass spectrometry of positive ions.

Negative atomic ions have been detected for only a few elements since they were first discovered about 40 years ago, although accepted theory has indicated the possibility of producing such ions from many of the elements. Experiments begun at the Bureau by Dr. Bennett in 1946 indicated that negative atomic ions might well exist in the many familiar forms of electrical discharge in vacuum tubes, but that they would not be detected if the distance through the tube between the discharge and the electrode was large. It was necessary, therefore, to devise an experimental method for separating and identifying such ions within distances of only a few centimeters. This was accomplished through the new mass-spectrometer tube. * * * * *

"The simplicity and low cost of the radio-frequency mass spectrometer should make it attractive not only in those applications in which its special characteristics make it superior to any other kind of mass spectrometer, but also in those laboratories where the expense of other types of equipment is prohibitive", says the Standard Bureau Technical News Bulletin for September which gives details of the radioactive isotope development. "Though the possibilities of the new apparatus have not yet been adequately explored, preliminary experimentation at the National Bureau of Standards indicates that many specialized uses for this kind of tube will come to light as it becomes better known."

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ABC'S NEW DETROIT TV STATION SOON; ALSO 1ST MIDWEST TV NET

With its October 9 debut rapidly approaching, WXYZ-TV, the Detroit station of the American Broadcasting Company is putting the finishing touches to its 287-foot video tower which weighs 40,000 pounds. Cost of the tower is in excess of \$50,000.

October 9 not only marks the inaugural of WXYZ-TV, but also the linking of Detroit with Chicago in a mid-West television network. A microwave relay now connects Detroit and Toledo. Exchange programs are expected from New York early in 1949.

The first network program to be televised in the midwest will be the non-championship professional football game between the Chicago Cardinals and the Pittsburgh Steelers, on Sunday, September 19, it was announced last week by Paul B. Mowrey, National Director of Television for the ABC.

Detroit is the third city in which ABC will inaugurate owned and operated television station operations this year. Before the end of 1948, ABC plans to have television stations in operation in Los Angeles and San Francisco in addition to WJZ-TV now on the air as ABC's New York key station, and WENR-TV, the network's Chicago station which premieres on September 17, and WXYZ-TV, the Detroit station.

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MINNESOTA U.S. JUDGE DECLARES FILM MUSIC FEE ILLEGAL

A Federal Judge last Saturday ruled illegal the "performance fee" that owners of music copyrights have collected from theatres exhibiting movies containing the tunes.

The decision, by Judge Gunnar H. Nordbye, came in a suit brought by the American Society of Composers, Authors and Publishers against four Minnesota theatre companies which have refused to pay the fee.

In his seventeen-page memorandum, Judge Nordbye, according to the Associated Press, refused the request of five music publishing concerns for damages and injunctions to prevent further violations of the copyrights they hold.

Under the ASCAP system, in effect since sound was added to motion pictures, the Society sells producers the right to incorporate copyright music into films. Exhibitors then are required to pay ASCAP for the right to show films in which the music is performed.

"This method of doing business, by plaintiffs and other ASCAP members," Judge Nordbye declared, "undoubtedly was prompted by a desire to protect their rights as copyright owners. Notwithstanding these seeming beneficent purposes, ASCAP has obtained by these methods and practices they have carried on over the years a monopolistic control over the copyrighted films in which their music is integrated."

Judge Nordbye held further that to grant the damages and injunctions "would tend to serve the plaintiffs in their plan and scheme with other owners of ASCAP to extend their copyrights in a monopoly beyond proper scope."

The suits were brought by M. Witmark & Sons; Santley-Joy, Inc.; Harms, Inc., and Witmark & Mills Music, Inc., all New York music firms and ASCAP members.

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CONTROL TRANSFER OF DON LEE NETWORK ASKED; THOMAS LEE ILL

Thomas S. Lee, President and sole stockholder of the Thomas S. Lee Enterprises, including the Don Lee network and owned stations, has been entered in a California hospital on his physicians' authorization, following a complete nervous breakdown, Lee Enterprises spokesmen said last week. Lewis Allen Weiss, Vice-President and General Manager, and Willet H. Brown, Vice-President and Assistant General Manager, were appointed guardians by the Los Angeles Superior Court.

Transfer of control of the Lee stations to Messrs. Weiss and Brown, as guardians, will be sought in a pleading to be filed with the Federal Communications Commission shortly, Don Lee attorneys advised the Commission last week. (Later story on page 16)

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RMA "SILVER ANNIVERSARY" AND PARTS SHOW CELEBRATION NEXT MAY

A gala radio industry celebration is planned in Chicago during the week of May 15, 1949, combining the 25th RMA "Silver Anniversary" convention and the annual Radio Parts Industry Trade Show. The Stevens Hotel will be largely taken over for the joint industry program marking the founding of RMA in 1924 and the annual Parts Trade Show. An elaborate "Silver Anniversary" industry banquet will climax the celebration on Thursday evening May 19, in the Stevens Hotel Grand Ballroom.

The decision to combine the two big industry events was made recently by the RMA Board of Directors and concurred in by the directors of the Radio Parts and Electronic Equipment Shows, Inc., which operates the Parts Show.

The Parts Show management also decided to broaden the eligibility rule for exhibits by parts and components manufacturers to give limited exhibition privileges, in the 1949 show to parts manufacturers selling to set manufacturers or other industrial outlets, in addition to manufacturers selling to jobbers, heretofore admitted. For the latter, the Stevens Hotel Exhibition Hall will be utilized as usual, and for the industrial exhibitors, rooms have been reserved on the Stevens fifth and sixth floors. A total of 1,450 rooms have been reserved for the Parts Show and RMA convention attendance.

President Max F. Balcom of RMA has appointed a large "Silver Anniversary" Convention and Banquet Committee, with RMA past President and Treasurer Leslie F. Muter, of Chicago, as Chairman, and Charles M. Hofman, also of Chicago, as Vice Chairman. The Committee includes representation of all RMA groups and also the members of the Parts Show Banquet Committee.

Plans for elaborate industry events, especially the "Silver Anniversary" banquet on Thursday, May 19, which will include broadcasting and many historic industry features, will be made at a dinner meeting of the committee at the Roosevelt Hotel, New York City, on Thursday evening, October 7, called by Chairman Muter. Subcommittees on broadcasting, speakers, program, anniversary souvenirs, and other events will be appointed.

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AUSTRALIAN RADIO RECEIVER BACKLOG FILLED

The number of single-receiver licenses in force in Australia as of June 1st was 1,694,194, a decline of 42,958 from the preceding month. This decline is attributed to the failure of owners to renew licenses, rather than to an actual decrease in the number of sets in use.

The industry feels, however, that the postwar backlog of orders for radio sets has been filled and that the manufacturing and selling of radios is the most competitive business in the Commonwealth today.

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"AXIS SALLY" INDICTED ON 10 COUNTS OF TREASON

Mildred Elizabeth Gillars, 47 years old, a native of Portland, Maine, known as "Axis Sally", who broadcast from Germany during World War II, was indicted in Washington, D. C. last Friday on 10 counts of treason last Friday.

Miss Gillars will be arraigned before Judge Jennings Bailey in U. S. District Court in the Capital tomorrow (Thursday, Sept. 16).

Miss Gillars is accused of broadcasting a series of "Home, Sweet Home" programs over the German radio to American troops in Europe.

The indictment charged that she aided Hitler's Nazi German government in its psychological warfare against the United States not only to weaken the resistance of Americans at home but also "for the purpose of . . . weakening the fighting powers and the morale" of U. S. troops overseas.

The indictment further accused her of violating her allegiance to the country of her birth and said she "knowingly, intentionally, willfully, unlawfully, feloniously and treasonably did adhere to the enemies of the United States."

Besides her "Home, Sweet Home" broadcasts, allegedly designed to whet the homesickness of American soldiers serving in North Africa, Italy and on the Western Front in Europe, the grand jury said Miss Gillars helped produce a radio drama entitled "Vision of Invasion".

The jury's charge disclosed no details of the "Invasion" drama, but American war correspondents who heard the broadcasts in England recalled that they conjured a picture of inevitable and frightful calamity that would strike Allied invasion forces.

According to the indictment, Miss Gillars broadcast for the Germans from December 11, 1941, through May 8, 1945. Originating points were listed as Chartres and Paris in France, Hilversum in Holland and Berlin.

The indictment said that the defendant persuaded captured American soldiers to record messages to their families and relatives "for the purpose of obtaining a large listening audience in the United States."

Instead of sending the messages of the American war prisoners to their loved ones at home, the indictment continued, Miss Gillars exploited them to "interject and weave" Nazi propaganda into the broadcasts.

Miss Gillars has been held in the District Jail in Washington since August 21. She was arrested two years ago, cowering in the rubble of a burned-out Berlin cellar when American troops entered the German capital.

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SUPERVISOR WOULD PUT HEAT ON SUPERVISOR, PTA TO GET SCHOOL SETS

A school that doesn't have radio (and television where it is available) is behind the times, Dr. Kenneth Bartlett, Dean of the College of Education, Syracuse University, told the Fourth Annual Radio Work Shop sponsored by WTOP-CBS and the Washington D. C. Public Schools last week.

"Ask your supervisor for sets", Dr. Bartlett urged. "If he won't, ask the PTA. If it won't, go to the community."

The New Yorker had some other ideas about radio, also the press, some of which follow:

"The essence of all our freedom is freedom of the press, radio, and movies, yet how many adults really know how to read, listen, and look -- how to separate the good from the bad. The obligation of an adult in a democratic society is to be able to separate the good from the bad in what he hears, reads, and sees.

"All teachers and administrators should know how to consume radio and press. Few people, particularly few teachers, know the really significant characteristics of radio.

"Few know the universality of the radio log -- how it must appeal to everyone.

"People tend to follow their prejudices, and seldom do they tune into something they don't like or agree with just to hear what it has to say. An adult person should do this, however.

"Radio stresses the common man's wants. It must. It's a common man's medium.

"Another main characteristic of radio is contemporaneousness. In all fields of expression, none is as contemporaneous. Once it's said, it's said. Movies you can shoot over. Newspapers you can re-plate. In radio there is no chance for correction.

"People spend more time at the radio than they do in reading. They spend half as much time at radio as their kids do in school. Thus radio is a potent educational medium - or can be.

"Teachers ought to assign out-of-school listening to the good shows. Documentaries have more vitality than any text book. And teachers should ask schools to buy tape recorders so these broadcasts can be played back during school hours.

"If you are going to make the school a center of the study of media of communications (and you should make it so) - subscribe to 5 to 15 leading newspapers. Consume them. Cut them up, mark them, put them on bulletin board, comparing various ways of treating the same story, pointing out use of wire services, etc.

"This does not mean putting aside text books. But we must use press and radio consistently to supplement the regular courses.

"Make the present the most vital part of the educational system by use of radio and newspapers. Make youngsters into adults by helping them understand the problems of today -- Marshall Plan, taxation, etc.* * *

"Start the process of evaluation by using newspapers and radio. If we do this, the school systems of America will be better. The study of communications media makes discriminating adults."

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DREW PEARSON'S EX-WIFE SEEKS TO BREAK \$15,000,000 WILL

Countess Felicia Gizycka, former wife of Drew Pearson, radio commentator and newspaper columnist, last Monday asked the District Court in Washington, D. C., to decree her the sole heir to the estimated 15-million-dollar estate of her late mother, Mrs. Eleanor M. Patterson, publisher of the Washington Times-Herald, brother of the late Joseph Patterson, of the New York News, and cousin of Col. Robert McCormick of the Chicago Tribune.

The Countess filed formal notice that she will contest the will by which her mother called for distribution of the estate to a number of persons and charities and left the Times-Herald to seven top employees. Mrs. Patterson was editor and publisher of the paper. She died July 24th.

Mrs. Patterson's will gave her daughter a \$25,000 annual life income, plus an estate at Port Washington, N. Y., real estate in North Dakota, and other personal property not otherwise bequeathed. Mrs. Patterson left nothing to her granddaughter, Ellen Pearson Arnold, daughter of the Countess and Drew Pearson. Countess Felicia and Pearson were later divorced. Mrs. Patterson's will said she had made her granddaughter "a substantial gift during my lifetime."

In her petition, the Countess alleged there were a number of defects in the will, one of her charges being that her mother was not "of sound mind and memory" when she made the will.

Besides questioning her mother's mental competence, the Countess' petition charged:

1. That the will as filed in District Court was not the last will and testament of her mother.

2. That the will was obtained from Mrs. Patterson by "fraud and deceit exercised upon her by some person or persons unknown".

3. That the will was procured from Mrs. Patterson by "undue influence, duress, and coercion exercised upon her by some person or persons unknown."

4. That witnesses to the will did not sign their names to it in the presence of Mrs. Patterson or of each other.

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\$10,000 POSTED FOR POLK KILLER

William J. Donovan, former head of the Office of Strategic Services, announced last week that the Overseas Writers' Association had offered a \$10,000 reward for information leading to the arrest and conviction of the murderer of George Polk, Columbia Broadcasting System correspondent.

Mr. Donovan recently returned from his third trip to Greece as counsel for the Association, headed by Columnist Walter Lippmann. He made the Association's offer in a broadcast over the CBS network. He said that on his trip "we told the Greek authorities that they had failed to explore, earnestly and carefully, all the possibilities" to the solution of the slaying.

Mr. Polk was found dead in Salonika, Greece, four months ago, his body trussed and a bullet hole in his head. His mother has termed his death a "political murder", according to the Associated Press.

Mr. Donovan said he had relayed his criticism of the investigation "to the Minister of Justice, the Foreign Minister, the Prime Minister, to King Paul and his court advisers and, of course, to the police officials immediately responsible for the investigation.

"There are two points I should like to make. The Greek Minister of Public Order, Mr. Rendis, agreed with our criticism of the investigation.

"Secondly, as a result of our insistence, the government of Greece has been compelled to take over the direction of the police inquiry at the highest level. The Minister of Public Order has assumed personal responsibility for the conduct of the investigation.

"Now it is up to the Greek government. This is their responsibility. This is their chance to show they can discharge it. Only they have the power to conduct a thorough-going inquiry into this crime.

"If they fail to use this power within a reasonable time, it is my opinion that it will then devolve on the United States Government to make formal representations to the government of Greece and see to it that a truly comprehensive inquiry be made."

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SOVIET M.P. HOLDS ABC CORRESPONDENT IN BERLIN CITY HALL

ABC correspondent Lyford Moore reported from Berlin last week that he had been trapped in the Berlin City Hall by Soviet Military Police for 43 hours. Moore, the only network radio correspondent to spend the night in Berlin's besieged City Hall, described his captivity in a broadcast from Berlin last Wednesday when he also gave an eye-witness account of how the Soviet police kidnapped 19 Western Sector police after guaranteeing safe conduct from the City Hall to the Western zone. Moore had left the City Hall with American authorities and the German police under the same conduct.

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::: SCISSORS AND PASTE :::
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Radio For Buses
("New York Times")

Radio sets and loudspeakers have been installed in the public buses of twenty cities, with the prospect that twenty more will soon be added to the list. News, music, "commercials" and all that is good and not so good in broadcasting pour into the ears of passengers. On the whole, polls conducted in Covington, Ky.; Evansville, Ind., and Cincinnati, Ohio, indicate that background music is acceptable on the way to and from work. Cincinnati's installation was made entirely at the local broadcasting company's expense. As might be expected, radio is as much a source of revenue as advertising cards.

The questionnaires of the poll-takers brought out protests. A highly vocal 8 per cent in Washington, D. C., protested against radio, and some even suggested that ear-plugs be furnished to protect innocent passengers from assaults on the ear. Perhaps in response to similar protests St. Louis will turn on sponsored "commercials" for not more than twenty seconds at a time at intervals of five to ten minutes. Why the bus companies of this city, so hard pressed by their own account that even with a seven-cent fare they cannot make ends meet, have not installed revenue-earning radio no one has yet explained.

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Imagine Our Old Pal A-K In This Costume!

(Mary Van Rensselaer Thayer writing from Hollywood in "Washington Post")

The gayest outing hereabouts was the gala premiere of Ringling's Circus in Hollywood, impressarioed by a group of stars to raise money toward a 100-bed wing in local St. John's Hospital. A score or more movie headliners put on individual circus acts and a whole section of the seats were sold for \$100 apiece.

A Mexican strumming a guitar sauntered among the guests. The host was dressed as a ringmaster, complete with top hat, whip and walrus mustache. Among the more colorfully attired was Atwater Kent, the amiable millionaire who devotes his whole time to giving parties. He wore a black and white checked suit, straw sailor, loud tie and a little finger ring set with coffee diamonds and rubies. Half the ladies in Kent's immediate vicinity kept a thoughtful eye on the sparkling bauble.

Rosalind Russell and Louella Parsons, who made a radio announcement at the circus, were gotten up to kill. Sonia Henie, though in conventionally cut black satin, whooped it up with a halo of pink feathers.

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AFRA Apprehensive Over Future Of Radio
(Harry MacArthur in "Washington Star")

With the first full-fledged season of competition between radio and television about to break, the main topic of conversation among members of the broadcasting and telecasting staffs is speculation on the future of both media when the all-out clash takes place.

There have been all kinds of predictions of which the most dire is that just plain sound broadcasting is doomed and that before long the radio receiver will become as obsolete as a mustache cup.

Perhaps outstanding evidence of this point of view comes from the performers themselves who have been making their living projecting their voices into microphones. The American Federation of Radio Artists which recently concluded its convention in Boston, came out of its conclave with an apprehensive eye on the future of radio.

The consensus of the delegates to the Boston meeting is that video will take over much sooner than most people expect and that strictly sound broadcasting will take a back seat in public choice during the evening program hours by at least two years from now.

On the other hand sound broadcasting faces the Fall and Winter season with what the networks claim is to be its brightest prospects in many a year from a commercial standpoint. When this crucial year in the history of both media has been completed a highly controversial question may have been answered. Meanwhile every one in the trade is feverishly watching every straw in the wind. Some careers may be at stake. And the listening and viewing public will undoubtedly be subjected in the months ahead to one of the greatest barrages of program offerings in new styles and formats ever to come down the ether waves.

The necessity for long-range planning in television programming is evidenced by the fact that already the video network representatives in Washington are starting preliminary checkups for the telecasting of the presidential inauguration ceremonies.

By the time the next President takes the oath of office, it is estimated that the pageantry connected therewith will be available by television to two-thirds the population.

NBC television hopes to feed the visual reports to its East Coast network which may number 20 stations by that time with the possibility of the service becoming available to an additional 12 stations in the Midwest by direct relay. NBC says the Midwest link may be opened by Christmas time.

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A Time For Radio Stations To Keep Cool
("Broadcasting")

Radio, these days, is no business for the faint-hearted.

It doesn't take a survey to conclude that almost everybody's worried about the TV revolution. The broadcaster who isn't in wants in. Or does he? Those who are in are worried about upsetting the existing allocations, and, of course, about red ink and unions and operating problems. The FCC is concerned about allocations and a counterpart of the FM upstairs-downstairs nightmare. The public is distraught about set costs (if they have TV available) and about obsolescence if they buy now. That part of the public that

(Continued at bottom of page 16)

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:::: TRADE NOTES ::::
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Don Petty, General Counsel of the National Association of Broadcasters, has been elected to the House of Delegates of the American Bar Association, at the organization's convention at Seattle, Wash. The Bar Association's House of Delegates is one of the national body's governing groups. It determines policies and controls administration of the Association.

Commander Donald B. MacMillan has returned from an 8,000 mile Arctic voyage in which he took his schooner Bowdoin further north along the coast of Greenland than on any of his many earlier trips into the far north. In a radio message sent from Battle Harbor, Labrador, to Commander E. F. McDonald, Jr., President of Zenith Radio Corporation, MacMillan said that he had worked through heavy ice to within 11 degrees (about 750 miles) of the North Pole.

Montgomery County's (Maryland) 21,000 school children received a radio welcome Monday from school officials when they returned for Fall classes.

Radio station WGAY presented a 15 minute program, "Radio Assembly - Montgomery County schools" that was beamed to all schools in the county. Ann Swazee, Montgomery-Blair High School student conducted the program and Dr. Elvin W. Broom, Superintendent of Schools, and Brooke John, President of the Montgomery County Board of Commissioners, extended an official welcome.

Price increases on a large number of radio and radio-phonograph models were announced last Saturday by Philco Corp. The company said the adjustments, averaging 2-1/2 percent over the whole line at the retail level, will be effective as of last Monday, Sept. 13.

At the same time the company said Model 1240, a console television receiver with a 12-inch viewing tube, will be increased from \$424.50 to \$439.50, plus excise tax and installation.

Television set production exceeds 4,000 receivers a week, Philco said. "By the fourth quarter of this year", said President William Balderson, "our schedules call for the manufacture of 8,000 television receivers a week."

According to Leonard Lyons' column - "Until he read it in the newspapers, Niles Trammell, President of NBC, didn't know that the Amos 'n' Andy show, one of the oldest shows in the network, was switching to CBS."

A new series of one-hour drama productions elaborately wrought for television on a scale seldom seen before in the new medium will be presented under the auspices of "The Ford Theater" over the CBS Television Network beginning Sunday, Oct. 17 (CBS-TV, 7:30-8:30 P.M., EST).

"The World Today", a column appearing in the Washington Daily News, reports: "New Yorkers who call Bostonians hereafter probably will be broadcasting and not know it. The Long Lines Depart-

ment of A. T. & T. revealed that a radio relay system, using seven hilltop stations between the cities, will carry some conversations. Users of long distance won't notice any difference between land lines and the air waves."

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LEW WEISS IS NEW DON LEE PRESIDENT

Lewis Allen Weiss last week was elected to the presidency of Thomas S. Lee Enterprises in Hollywood, which owns Don Lee network, television station. He had been Vice-President and General Manager of the regional. Willet H. Brown, also Vice-President of the net becomes Executive Vice President of Enterprises; A. M. Quinn, Secretary-Treasurer, and Ray Sandler, attorney, Assistant Secretary.

The new slate of officers followed a court petition to have Thomas S. Lee declared incompetent. Mr. Weiss left for Hot Springs, Va., to preside at quarterly meeting of Mutual Board, of which he is Chairman.

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WHN CHANGES CALL LETTERS; ASCAP SALUTES WMGM

Station WHN in New York, formally changes its call letters to WMGM (Metro-Goldwyn Mayer) in a special three-hour program this (Wednesday) evening, starting at 8 o'clock.

Mayor O'Dwyer will make a brief address and a portion of the program will be contributed by some of the outstanding writers of ASCAP, under the direction of Fred E. Ahlert, President of the Society. Gene Buck, well-known former President of ASCAP, will introduce the Society's writers in the light operetta and musical comedy field, and Deems Taylor, also well-known past President of the Society, will present the composers of serious music.

The second portion - from 9 to 10 P.M. will come from the Hollywood lot of Metro-Goldwyn-Mayer, with which the station is affiliated through common ownership by Loew's, Inc.

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(Continued from bottom of page 14) - "A Time For Radio Stations To Keep Cool"

doesn't have TV wants it. The advertiser, harking back to radio's aborning days, wants preferred position. The agency wants position and sweats over production, costs and commissions.

TV almost overnight is the new sales Valhalla. It has moved faster than the wildest predictions of its most ardent zealots. The cost factors have moved faster too. And the allocations problem, recognized from the start because of the ether hog propensities of video, is much worse than originally envisaged.***

Radio, we say again, is no business for the timid. Those who view TV as a frightening ogre should get out of radio, for TV is radio with eyes between its ears. But the ears of radio - 66,000,000 pairs of them - are the firm foundation of the House of Radio. They will remain so as long as there are programs to which to listen.

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