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October 6, 1948

FCC CHARGED WITH BOTCHING TV; CONGRESS, DEWEY, WRATH FEARED

How far the repercussions in high Washington official circles of the Federal Communications Commission freezing all applications for new television stations from six months to a year may reach seems to be anyone's guess. The FCC action may be a target in the heated closing days of the Presidential campaign and most certainly early in the next Congress, if the Republicans win. Also if Governor Dewey comes to bat, the television freeze may even get the personal attention of the new President or of Governor Warren who is expected to be looking for new fields to conquer.

In the meantime, with the public apparently badly befuddled, the main question being asked is who is responsible for what seems to be described by many as the "television mess". One explanation is that the FCC being mostly political appointees who had no technical knowledge years ago acted on a lot of "bum" advice, the harvest of which the present Commission is now reaping.

The Washington Post, which is regarded as the semi-official spokesman for Wayne Coy, Chairman of the Federal Communications Commission, since Mr. Coy formerly had charge of the Post's broadcasting station, seems to be walking down both sides of the street at the same time. The news column of last Sunday is critical of the Commission while an editorial at about the same time defends Mr. Coy and his associates. N. S. Hazeltine writes in the Post news columns:

"The television situation is embarrassing to the Federal Communications Commission which recently ended a series of hearings in Washington on what to do about the predicament. The FCC has been charged by industry with botching the job of fathering television to manhood."

On the other hand a Washington Post editorial taking up the cudgel for Mr. Coy and the Commission read, in part:

"In postponing temporarily the issuance of further licenses for television broadcasting the Federal Communications Commission has taken an unpopular but necessary step. The essential consideration is that television has outgrown its pants.* * * *

"There has been some criticism of the FCC for not anticipating the present snarl and acting before this. At least it has now faced the situation courageously. Certainly the freeze will permit a much needed reappraisal. And if changes in the television development pattern are indicated, they can be made with less cost and pain now than later, when more stations and sets will be in operation."

Jack Gould had this to say in the New York Times:

"The action of the Federal Communications Commission last Thursday in calling a temporary halt to further authorization of new television stations is a step of critical importance to the burgeoning video art. Yet at the same time, if needless and costly

harm is not to be done to the new industry, its immediate effects should not be exaggerated. Rather the ban must be viewed with an understanding of the many long-range factors involved.* * * *

"As Mr. Coy noted, two possibilities present themselves: (1) the standards for separating stations may have to be revised; (2) the total number of stations which can be fitted into the present bands may have to be reduced.

"It is this question of the number of stations which can be accommodated on the air, in turn, that goes to the heart of television's long-range future. So rapid has been television's growth that the FCC and the industry are now of one mind that video will have to move to a new set of channels higher in the spectrum, where more room is available.

"A move to higher channels will directly affect the public. Sets now on the market will not be able by themselves to cover such new channels, though converters added to existing receivers presumably would be able to provide a transitional service. Similarly, television operators would have to acquire additional costly transmitting equipment. * * * * *

"However, most authorities agree that the higher bands will have to be opened sooner than originally thought. After such a decision is reached there would still be appreciable delay in arriving at proper engineering standards, developing new equipment and beginning the allocation process all over again.

"If protracted unduly, the uncertainty could have serious results as both the industry and the FCC recognize. Assuming there is a danger of their equipment becoming obsolete relatively soon, station operators may hesitate to proceed with plans for transmitters and the public might grow reluctant to buy sets. The development of networks, which is an essential prerequisite to costly programs, also would be adversely affected.

"In arranging for an orderly transition from one band to another and at the same time taking every precaution to minimize the effects of such a change on the public and the industry, the FCC obviously has a task of the utmost difficulty. But its only course is to face the job realistically and, more particularly, explain with the utmost clarity the reasons for each move it takes. In that connection the FCC made a good start last week."

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CITIZENS RADIO SERVICE APPLICATION SUGGESTIONS INVITED

A simplified application form for the proposed Citizens Radio Service was proposed by the Federal Communications Commission last week. Those interested can file comments with the Commission on or before October 25th. Meanwhile, no licenses are being issued in the contemplated service except on an experimental basis.

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WSB-TV GIVES SOUTH ITS FIRST TASTE OF TELEVISION

The first television station in the South, WSB-TV, Atlanta, went on the air last Wednesday night. Opening ceremonies began with a welcoming greeting from J. Leonard Reinsch, Managing Director of the Cox radio stations.

Talks were also given by James M. Cox, Jr., Vice President of the Board of the Atlanta Journal Co.; Daniel J. Mahoney, member of the Board; and George C. Biggers, President of the Atlanta Journal Co. An NBC salute followed with a congratulatory message being delivered by Niles Trammell, President.

M. E. Thompson, Governor of Georgia; William B. Hartsfield, Atlanta Mayor, and several other prominent Georgians were introduced by John M. Outler, Jr., General Manager of WSB-TV.

A salute from WPIX followed during which WSB-TV newsman Jimmy Bridges, discussed the film tie-up between the stations.

Mr. Outler then introduced several WSB-TV staff members including: Marcus Bartlett, Program Director; Mark Toalson, Production Director; Frank Gaither, Commercial Manager; and C. F. Daugherty, Chief Engineer.

WSB-TV program previews followed with parts being shown from "Monkey Business" and "Science Is Fun". The WSB-TV news staff, Jimmy Bridges, Walter Paschall and Lee Jordan, was introduced to the television audience, followed by a portion of Thad Horton's sports show, the "Scoreboard".

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MISS HENNOCK, FCC, NEWEST "HAM"; FAN MAIL TAKES NOSEDIVE

Miss Frieda Hennock, newly appointed member of the Federal Communications Commission, is becoming a "ham" radio operator so she can better understand her duties.

This came out last week when she was a surprise guest of honor at the first meeting of the season of the District Women's Bar Association in the Raleigh Hotel.

Miss Hennock disclosed she is making her own transmitting set to get a better idea of radio communication.

She was quoted as saying that her fan mail, immediately following her appointment, consisted of 4,200 letters a day. Now, she added, it has dwindled to 400 letters each day.

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RCA, ALL AMERICA RADIO, RAISE OVERSEAS RATE QUESTION

Memorandums having to do with international rates have been filed with the Federal Communications by RCA Communications, Inc., by its attorneys, David C. Adams, Howard R. Hawkins, and Richard M. Cutler and All America Cables & Radio, Mackay Radio and Telegraph Company, The Commercial Cable Company and Commercial Pacific Cable Company by its attorneys James A. Kennedy, John F. Gibbons and John A. Hartman, Jr.

Taking up first the background of the proceedings, RCA recounts the various proposals made at International Conferences in recent years having to do with the elimination of the special rate for code messages.

RCA recommends to the Commission that the rates for code and plain language be unified at 75 per cent of the present rate, that the rate for deferred messages be made 75 per cent of the new unified rate, and that the rate for night letters be made 50 per cent of the new unified rate.

RCA also urges that the urgent classification be re-established, either at one and one half times the new unified rate as the Federal Communications Commission ordered some years ago in connection with the South American rates, or at twice the new unified rate if the agreement of other administrations cannot be secured for the establishment of this service at a lower rate.

RCA points out that the net effect of its recommendations would not mean much change in its revenue; the increase is estimated at about 4 per cent on outbound traffic and about 5 per cent on inbound traffic.

RCA then takes up the matter of the special rates for government telegrams and recommends that these be eliminated, as was done a year or more ago when Congress repealed the Post Roads Act and the Federal Communications Commission later eliminated the discount on domestic government telegrams.

RCA's conclusion is as follows:

The Commission should recommend that the United States Delegation to the Paris Conference advocate a revision of the commercial classification system for international telegrams including each of the following elements: establishment of rates for ordinary plain language, code and cipher telegrams at not less than 75 per cent of the rates for ordinary plain language telegrams, with a minimum of five chargeable words applicable to the new unified class of telegrams; establishment of rates for deferred telegrams at a ratio of not less than 75 per cent of the rates for the unified classification, with a minimum of ten chargeable words applicable to the deferred classification; establishment of rates for letter telegrams at a ratio of 50 per cent of the rates for the new unified classification with no change in the present minimum of twenty-five chargeable words for the letter classification; establishment of a ratio for

urgent telegrams at 150 per cent of the rates for the unified class if this is possible, and if it is not possible, retention of the present 200 per cent ratio, with a minimum of five chargeable words in either case; retention of the present regulations with respect to word count for plain language, code and cipher; and retention of the present regulations which prohibit the use of secret language in deferred or letter telegrams. The Commission should also recommend that the United States Delegation press for an agreement by all government administrations renouncing special rates for government telegrams in the international field. Such action can effectively be taken by the United States, either by treaty, executive agreement or Commission action, notwithstanding provisions in Presidential cable landing licenses which now provide for special rates for United States Government telegrams.

"The position of the commercial users of international telegraph communication services is not entirely clear", the memorandum presented by Mr. Kennedy and associates states. "The International Chamber of Commerce recommends separate rates for code and plain language telegrams; specifically, maintenance of the existing 60% differential in favor of code messages. The Code Users Committee, representing several large American business concerns, appears to have no interest in continuing a differential between rates for Ordinary plain language and Ordinary CDE messages, and would seem to favor unification providing the Ordinary plain language rate is reduced to the level of the Ordinary CDE rate (60% or 66 2/3%, as the case may be) and code language is admitted in the lower rate Deferred and Nightletter classification. The Code Users Committee, on the other hand, raises no objection to the application of increased rates if the revenue requirements of the carriers warrant rate increases but does not want such increases brought about by changes in existing rate ratios affecting the several message classifications."

As to Government messages, the memo sets forth:

"The discount of 50% applicable to Government messages in the Ordinary Full Rate and Ordinary CDE classifications does not arise from any requirement in the International Telecommunications Convention or the Annexed Telegraph Regulations. The rate preference results from either stipulations in cable landing licenses issued to cable carriers in the United States and other countries, from agreements between the American and foreign carriers, or from FCC order prescribing special Government rates. No substantial reason has been established to justify special rate treatment for Government messages not accorded to general public messages. The handling costs in relation to both classes are no different, and if anything, are greater in respect of Government messages, owing to priority and other special requirements, such as special billing arrangements.* * * *

"So far as the Government's particular requirements are concerned in relation to the use of code, a special rate for Government code messages, less than that applicable to commercial code messages, cannot be justified since the general characteristics and handling costs in relation to both are substantially the same."

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TRUMAN SNAPPY TV DRESSER; DEWEY SLICK TV SPEECH READER

President Truman and his rival presidential candidate, Governor Dewey, seem to be running neck and neck in picking up television pointers. The President wows the prospective television voters by being the last word in sartorial elegance. Governor Dewey puts over a fast one by looking straight at the television audience as if speaking face to face when (really it's a shame to give him away) he is really reading from a carefully hidden manuscript.

All this we learn from "Understanding Television - What It Is and How It Works", a new book by Orrin E. Dunlap, Jr., Vice-President of the Radio Corporation of America.

Of President Truman's technique before the television cameras, Mr. Dunlap writes:

"President Truman appeared at the Democratic National Convention in a white suit and dark tie, which incidentally, seems to be ideal masculine garb for the television cameras. His appearance was rated as 'probably his most impressive since assuming office.' Warned by radiomen that a speaker cannot project her personality over television if his head constantly bobs up and down over a script, Mr. Truman introduced a semi-ad lib format. He used a minimum of written notes and relied chiefly on extemporaneous remarks which enlivened his address with spontaneity and change of pace."

Regarding television manuscript reading and Governor Dewey, Mr. Dunlap observes:

"Speakers will seem far more natural and will hold their audiences more effectively if they speak extemporaneously, or at least appear to. Reading from a manuscript with the head down and eyes fixed on the paper instead of looking at the audience creates a disastrous effect; many in the audience become bored and lose interest. It is realized, however, that the great advantages of a prepared speech are not to be overlooked. But they can be used on television if handled intelligently and if the speaker is more intent upon his audience than on his script. Those who would read a prepared script will do well to emulate Thomas E. Dewey for he has mastered that art to perfection. In fact, it almost seems that he is speaking without notes or manuscript." "The Governor although using a prepared speech in his television broadcasts gives little evidence to the audience that he is reading a manuscript."

Mr. Dunlap's latest volume is his eleventh on the subject of electronics. Five are about radio, including "Radio's 100 Men of Science". Another book is devoted to Radar. Three books, including his latest, deal with television, which puts him way out in front as the country's - if not the world's - foremost television writer. In addition, there is Mr. Dunlap's outstanding volume, "Marconi and His Wireless", which is the official biography of the inventor of wireless.

The author's definition of television is:

"Think of yourself blindfolded at a baseball game with somebody alongside describing each play, endeavoring through words to give you a mental picture of what is going on. That is radio broadcasting. But lift the blindfold and see the scene for yourself! That is television, with an expert sports commentator to explain every play.* * * *

"Officially, television is defined as 'radio or electrical transmission of a succession of images and their reception in such a manner as to give a substantially continuous and simultaneous reproduction of an object or scene before the eyes of a distant observer.'"

A striking comparison by Mr. Dunlap follows:

"People now look upon scenes never before within their range; they see politics as practiced, sports as played, drama as enacted, news as it happens, history as it is made - they are face to face with celebrities! In 1840, weeks passed before pictures of Queen Victoria's wedding were printed in America, but when Princess Elizabeth was wed in 1947, films were flown across the Atlantic and telecast in New York the next day. Yet, to coming generations, even that speed will seem slow, for they will see events at the hour they happen - by international television!

"Just as radio brings the chirp of a bird, the buzz of a bee, the voice of the President, or the 'I do' of a Princess to vibrate eardrums half a world away, so will television enable the eyes to distinguish lights and shadows, scenes and people, in action at a distance.

"Radio shriveled the size of the earth; it gave new speed of sound and annihilated Time. Now television promises to put the globe in the palm of everyone's hand, so that the eye may look around the sphere as if it were an orange."

As is so frequently the case with Mr. Dunlap's books, his newest "Understanding Television" should find a ready place on the shelves of the libraries of the country. Its contents include:

"Steps That Led To Television"; "How You See By Television", "What Performers Should Know About Television"; "Testing Your Television I.Q."; "Television Glossary"; "Television Stations On the Air" and "Television Bibliography".

The publisher of "Understanding Television" is Greenberg, New York, and the price is \$2.50.

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ANPA OPPOSE FCC RULE TO BAR PRESS RADIO MOBILPHONE

The American Newspaper Publishers' Association announced yesterday that it will oppose the Federal Communications Commission's new wavelength plan, which they said would bar newspapers from the use of radio mobilphones for sending news and pictures.

Hearings on a proposed reallocation plan assigning wavelengths between commercial enterprises will open today (Wednesday, October 6) with more than 100 organizations scheduled for appearance.

The plan was characterized by the ANPA as "a flagrant disregard of the public service nature of news dissemination."

Supporting the ANPA will be newspaper-radio specialists from the New York Times, the New York Journal American, the Baltimore Sun and other newspapers. Individual presentations to the FCC will be made by the New York Daily News, the New York Daily Mirror, the Boston Herald Traveler, the Douglas (Wyoming) Budget and other papers, the ANPA said.

The newspapers will request that a permanent basis be given to the present experimental relay press wave lengths over which news reports and pictures are transmitted, it was announced.

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"NEVER! NO HARDLY EVER", PETRILLO SAYS TO RECORD MAKERS

James C. Petrillo, President of the American Federation of Musicians, who last winter insisted that his union "never" would make phonograph records again, acknowledged Tuesday in New York that both he and the record companies were anxious to reach a new agreement. The union has banned the manufacture of new disks since January 1.

The union leader met with officials of seven record companies in his office at 570 Lexington Avenue and announced that there would be another session today (Wednesday, Oct. 6). Attending the meeting were officials of the Capitol, Columbia, Decca, King, Mercury, MGM and RCA Victor concerns, as well as an observer for the Phonograph Record Manufacturers' Association.

Mr. Petrillo emphasized that the discussions were only in a preliminary stage and that it still was too early to predict their outcome.

"Everybody here is satisfied they'd like to settle", he added, noting that he personally was convinced that the record companies were not trying "to put anything over".

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ABC'S DETROIT TV OPENER; BUYS 20 ACRES IN HOLLYWOOD

Edward J. Noble, Chairman of the Board of the American Broadcasting Company, Mark Woods, President of the network, and Robert E. Kintner, ABC Executive Vice-President, all will travel to Detroit for the premiere of WXYZ-TV, the network's third owned and operated television station Friday, October 9th.

With every portion of its premiere sponsored by an American industry, the opening day's telecasts of WXYZ-TV will constitute one of the most widely diversified afternoon and evening television programming ever beamed in a single day, according to Robert E. Kintner.

At the same time Mr. Kintner announced that ABC has purchased the 20-acre Vitagraph motion picture lot from Warner Brothers for use as its Hollywood Television Center.

ABC is constructing a television station - KECA-TV - in Los Angeles and expects to be televising from this station and its San Francisco station - KGO-TV - near the end of this year. The Vitagraph property will house the television studios for KECA-TV and will serve as general network television headquarters and studios for ABC on the Pacific Coast.

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RADAR BRINGS FORTH VAST RANGE OF RADIO FREQUENCIES

Radar devices developed during the war for detecting enemy submarines and airplanes have uncovered a new world of sound coming from all around the cosmos, William L. Laurence writes in the New York Times at the 80th Anniversary celebration of Cornell University. They have provided the first scientific evidence for the existence of something along the lines of the "music of the spheres", postulated by Pythagoras more than 2,500 years ago.

The radar apparatus and techniques have brought to light for the first time a vast range of radio frequencies generated all over the cosmos, the sun, the Milky Way and other galaxies, as well as from spaces where the most powerful telescopes have so far failed to locate any stellar bodies.

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18,300 TELEVISION SETS IN USE IN WASHINGTON

According to the report issued October 1 by the Washington Television Circulation Committee, as of October 1, 1948, there are 18,300 television sets installed and operating in the Washington metropolitan area.

This Committee includes representatives of WNBW, WTTG and WMAL-TV, the three operating Washington television stations, and formulates its estimates from sales figures furnished by the Washington Electric Institute and other sources. The current estimate shows an increase of 1,700 sets over the September 1 figure of 16,600. The Committee's next estimate will be issued November 1.

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"MYSTERY MELODY", OPPONENT FRED ALLEN, HIT FRONT PAGE SAME TIME

It was a question this week who got the most publicity - Kenneth Crosbie, a beverage salesman of Bluffton, Indiana, who won the \$30,000 "Mystery Melody Jackpot" on the American Broadcasting Company network last week, or Fred Allen, comedian, who told his listeners he had bonded them against any losses in prizes they might suffer because they were listening to his show instead of one of the give-away programs.

Crosbie's name and number had been picked at random from the nation's telephone directories in New York City.

The mystery melody, "Turkeys in the Treetop", identified by Crosbie, the correct title for which had been eluding radio listeners for the past eight weeks, was published first in 1890 by C. A. White under the title of "Johnny Come to My House".

Fred Allen disclosed that the National Surety Corporation of New York has agreed to underwrite reimbursement by him to anyone who loses a prize from any other program because he was listening to the Allen program.

According to radio circles, Mr. Allen's offer constitutes the first time the American public has been insured en masse in this manner. In a cut at members of the radio audiences who are interested not in entertainment but only in winning prizes, Mr. Allen assured his listeners that he would guarantee they would not be penalized by listening to his program.

"In other words", he said on NBC, "my listeners can only lose thirty minutes."

Pointing out that "jokes won't help in radio, everything is giveaway programs", Mr. Allen asserted, "Something has to be done and I am going to do it."

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RADIO SCHOOL ENTERS INTO FEDERAL TRADE STIPULATION

Central Radio and Television Schools, Inc., 17th and Wyandotte Sts., Kansas City, and G. L. Taylor, its president, have entered into a stipulation-agreement with the Federal Trade Commission to stop representing that training offered by the school is given under the direction, supervision, or guidance of an Advisory Board composed of representatives of airline companies.

The agreement recites that the school receives advice and counsel concerning its training program from an Advisory Board, but that the Board's activities do not extend to any direct training of students. Under the terms of the agreement, the school may represent that its training courses are formulated under the direction, supervision, and guidance of such a Board.

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CORRECTED NAB FIGURES SAY 1948 BROADCAST BIZ TO BE 7% BETTER

The over-all gross revenue of the radio broadcasting industry for 1948 will be up 7.4% over 1947, but the gain will be more than balanced by an increase of 10% in operating expenses, the National Association of Broadcasters estimated in corrected figures sent out last Monday.

Basing its estimate on a survey of a sample of stations during the first eight months of 1948, projectable to the entire industry and the whole year, the NAB Research Department drew these conclusions:

1. Over-all gross revenue from all time sales will increase from 1947's \$357,000,000 to \$383,800,000.
2. Station expenses, however, will go up from last year's \$212,200,000 to \$233,200,000 this year.
3. Revenue from national spot business will rise from \$90,000,000 to \$99,000,000 or 10%.
4. Revenue from local business will increase from \$136,000,000 to \$144,800,000, or 6%.
5. Network revenue will rise from 1947's \$125,800,000 to this year's \$134,000,000, or 6.5%.

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GENERAL ELECTRIC AND ABC SIGN 52-WEEK TV CONTRACT

The Electronics Department of General Electric Company, Syracuse, New York, has signed a 52-week contract for the full television facilities of the American Broadcasting Company.

The significance of this development is that it marks the first 52-week full network television contract received by ABC. Stations in additional television markets of the country will be added as they become available. Those stations which cannot be served by existing television relay facilities will telecast the program from specially prepared off-the-tube recordings.

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COURT ASKED TO RULE ON TELEVISION AT BARS

The Pennsylvania Supreme Court was asked last Friday, according to the A.P., to decide whether a television show is different from a movie. The Philadelphia Retail Liquor Dealers' Association claims the two are the same and taverns with television sets ought to have movie licenses.

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NBC TO EXPAND ELECTION NIGHT COVERAGE

Expanding its Election Night television coverage to the Midwest, the National Broadcasting Company will present returns of the November 2 national election over a seven-station network from Buffalo, N. Y., to St. Louis under the sponsorship of the RCA Victor Division of Radio Corporation of America.

Plans were announced Tuesday by John K. West, Vice President in Charge of Public Relations for RCA Victor, and William F. Brooks, NBC Vice-President in Charge of News and International Relations.

Duplicating its arrangement for coverage of the returns in the East, NBC Television will set up telecasting headquarters in the studios of Cleveland's station WNBK. In the Cleveland headquarters, the election studio will be outfitted with huge charts to depict the progress of the election. Commentators Alex Dreier of Chicago, Robert McCormick of Washington, and Ed Wallace of Cleveland will give a running account of the proceedings.

Starting at 8 P.M. (EST) the telecast will continue until the election is over. An elaborate system of pickups from other cities in the Midwest network, including St. Louis, Detroit and Milwaukee, will be arranged as cut-ins for the regular telecast.

In order to supplement its Midwest news staff, part of the NBC Washington office will be moved to Cleveland to help supervise the operations. Commentators from NBC Television's affiliated stations in St. Louis, Detroit, Milwaukee and Buffalo also will be headquartered in Cleveland during the Election Night return coverage.

To keep the Midwest network continually abreast of Election developments in the East, Mr. Brooks said that special lines were being installed from NBC's headquarters in New York to the Midwest headquarters in Cleveland. Special visual aids, films and charts are now being created to enable the viewer to follow the election results without difficulty.

Stations on the NBC Television Midwest network which will carry this historic program include NBC's owned and operated stations WNBK, Buffalo, KSD-TV, St. Louis; WTMJ-TV, Milwaukee; WWJ-TV, Detroit, and WSPD-TV, Toledo.

RCA Victor will sponsor the entire night's program over the full Midwest network. - - - - -

It is reported that Life Magazine and the NBC will unit forces in covering national election night returns by radio and television. This, it is said, will cover television appearances of the winner be he Dewey or President Truman. Life and NBC also teamed up in covering the Democratic and Republican conventions.

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 ::: SCISSORS AND PASTE :::
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O'Dwyer, Macy, Gimbel, Pep Up N.Y. Jubilee Radio Show
 (Meyer Berger in "N. Y. Times")

The richest chorus in history sang New York City's glory to the world last week in a Golden Jubilee program broadcast over the NBC radio network.

Mayor O'Dwyer, the thrush of Bohola, led the golden chorus. It was made up of fifty voices, and each chorister was a top executive in some great corporation.

The Mayor turned the key in City Hall before sundown. Bernard Gimbel rushed from his store at closing, and Jack Straus, president of Macy's, was out before the last customer.

The ripest feature was a duet that brought Macy's and Gimbel's into close harmony. Mr. Straus, at the piano, played "Penthouse Serenade" to Mr. Gimbel's lyrical description of New York.

Macy's playing was noticeably 6 per cent louder than Gimbel's closing line, a soaring, throaty baritone about "The city where the latchstring always hangs outside the skyscraper doors."

The chorus was billed as "The Billion Dollar Glee Club", but Fred Waring, chorus-master, was unawed by it. He muttered: "I detect an occupational weakness. In a chorus of big executives like this, you're short on tenors. These boys are all bass and baritone."

In a parody of "Side by Side", Mr. Waring assigned solo lines. George Skouras, president of the Skouras Theatres, Inc., got the line: "Queens, and an island called Staten." His quality was weak, and quavery. Mr. Waring frowned.

He said "Come, George, give me some volume on that line."

Mr. Skouras swished what was in his glass. "Can't I maybe sing it in Greek?" he asked plaintively.

Mr. Waring finally got him up to pitch.

Some of the brethren were weak in "The Whiffenpoof Song" parody. "Were poor little lambs who have lost our way", they bellowed. "Baa Baa Baa."

The chorus-master thrust a finger sharply at Maj. Gen. Julius Ochs Adler, vice president and general manager of The New York Times.

"You, General", he barked, sergeant-wise, "you get into line, now, with those baas."

By 8 o'clock, when the chorus left for the studio, the song quality was astonishingly good. The gilded group could go through the "Whiffenpoof", "Side by Side" and "In Old New York" like any better-trained group at Riley's Bar and Grill on the West Side. * * * *

As the performers left the hall, one troubled executive plucked another by the sleeve. He said: "Look, chum, we had fun - but how about Petrillo? You think he could picket our places for this?"

Among those appearing in the Billion Dollar Chorus were: Frank L. Andrews, President of the New Yorker Hotel; F. M. Flynn, President of the Daily News; Edwin S. Friendly, Vice President and General Manager of The Sun; Henry G. Duvernoy, President of Duvernoy & Son, Inc.; Frank W. Regan, President of the Biltmore Hotel, and Niles Trammell, President of the National Broadcasting Company.

Also Carl Whitmore, President of The New York Telephone Company; F. J. Andre, President of Sheffield Farms Co., Inc.; William E.

Robinson, Business Manager of The New York Herald Tribune; David B. Mulligan, Chairman of the Board of the Biltmore Hotel; Brock Pemberton, Broadway producer, and Dr. Harry Woodburn Chase, Chancellor of New York University.

Also, Bernard Kilgore, publisher of The Wall Street Journal; Dr. Albert E. Parr, Director of the Museum of Natural History; Gardner Cowles, President of Look Magazine; Walter Hoving, President of the Hoving Corporation; Alan Grammar, Chairman of the Board of Street & Smith, and Nathan Ohrbach, Chairman of the Board of Ohrbach's.

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NBC'S Super-deluxe \$100,000 Sun Valley Show
("Variety")

In contrast to last year's \$50,000 NBC expenditure for its Atlantic City convention, the network unpursed itself for something closer to \$100,000 for this year's Sun Valley powwow. That's exclusive of the individual tabs for affiliate members and their wives. But by the end of the week they were calling it "NBC 100G alfresco dream job."

From the minute the brass band, with the cowboy-cowgirl escort, stepped out to welcome the "NBC Special", the network put on its top production in years, with the fabulous Union Pacific-Steve Hanagan "background" assist sharing top honors. The opening night deep-down-in-the-valley barbecue, with the centerpiece bonfire spiraling into the skies like a blazing transmitter, was strictly out-of-this-world showmanship to the affiliate boys.

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Presidential Campaign Crowds Lacking; Maybe It's The Radio
(Robert C. Albright, Washington Reporter on Dewey Train)

The crowds were all friendly - never did Dewey encounter any actual hostility - but one's lasting impression of this trip is the lack of general interest and real campaign enthusiasm. Reporters fresh off the Truman train have noted it, too.

But veterans of more spectacular campaigns in the past 20 years have another explanation. They say it's because the "giants in our time" have passed from the scene and there just aren't any political heroes in this campaign.

Certainly the crowds haven't frenziedly bucked the police lines to crash Dewey rallies, or stopped traffic in the streets as they once did for Roosevelt and two presidential near-misses, Wendell Willkie and Al Smith. Even Alf Landon, worst beaten candidate in our time, drew a bigger box office than Dewey on this tour.

Perhaps, as some campaign technicians insist, the day of the big political rally and mighty public outpourings to hear any speech or glimpse any candidate is over. By a selective turn of the wrist, the voter can attend any rally at home.

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 ::: TRADE NOTES :::
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Niles Trammell, President of the National Broadcasting Company is listed, along with Roy Chapman Andrews, explorer, William Beebe, naturalist and others, as one of the contributors of the "Book of Knowledge Annual" for 1948.

 "The Patent Office in Washington is being plagued by a radio giveaway program. Each day brings letters, wires, phone calls and callers who want to know who was the first woman to be issued a patent. Even several Congressmen have called up to get the answer for constituents," says Jerry Klutz in the Washington Post. The answer is supposed to be worth \$2,000."

"Here's the answer: The first woman to be issued a patent was Mary Kies of Killingly, Conn., who was given a patent on May 5, 1809, for a device to weave straw with silk or thread."

 Reflecting the \$25,391,627 record sales, which more than doubled the previous year's gross volume, net earnings of Crosley Motors, Inc., rose to \$1,496,854 in the fiscal year ended with last July from the \$476,065 earned the year before, Powel Crosley, Jr., President, has reported.

 Bing Crosby Tuesday asked authority to build three new commercial television stations on the Pacific Coast at a total cost of about \$592,000. The actor filed his applications with the Communications Commission under his legal name, Harry L. Crosby, Jr.

He listed his net worth at \$1,649,115. He said his gross income last year amounted to \$734,000, which scaled down to \$269,000 net income after taxes.

The singer proposes to operate television stations in his native city of Tacoma, Wash., Spokane and Yakima, Wash.

 Collins Radio Company - Year to July 31: Net loss, \$299,661 after \$68,317 reduction of reserve for replacement guarantees, contrasted with net income of \$17,746, equal to 94 cents each on 18,800 preferred shares, for preceding fiscal year; net sales, \$7,447,305 against \$12,151,266.

 When Wayne Coy, Chairman of the Federal Communications Commission, finished telling the Theatre Owners of America in Chicago what he thought television might do to the movies, the presiding officer at the convention exclaimed:

"Thanks, Chairman Coy, for not being coy in your talk to the theatre owners."

 There are more than 60 representatives of the press, radio, and newsreels on President Truman's train now swinging through Pennsylvania and New York State.

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