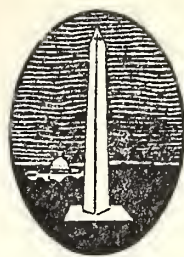


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HEINL NEWS SERVICE

Radio — Television — FM — Communications

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Robert D. Heinel, Editor

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December 1, 1948

PETRILLO LANDS IN TRUMAN INAUGURAL BANDWAGON DRIVER'S SEAT

It looks as if James C. Petrillo, President of the American Federation of Musicians, has had another lucky break in being appointed to arrange for the gala concert on the eve of the inauguration. At any rate, Mr. Petrillo's important assignment and the fact that his union has been chosen to sponsor this outstanding feature of the inaugural shows where he stands with President Truman.

Petrillo's prominent part in the celebration came when the little music dictator wired the President the day after election offering to help "make your inauguration a day of harmony in music, as it will most certainly be in our Nation's history."

Mr. Petrillo's appointment as Music Chairman was announced last week by Melvin D. Hildreth, General Chairman of the Inaugural Committee.

Mr. Truman will be inaugurated Thursday, January 20th. The show in his honor will be held in Washington's National Guard Armory the night of January 19th.

Inaugural officials promised three hours of continuous entertainment, featuring a symphonic orchestra, opera stars, "name" bands, popular singers and "A parade of the top comedians and stars of stage, screen and radio."

Two stages are being constructed in the Armory so the show can be kept moving without a break.

The President will have a special box in the Armory gallery, flanked by boxes for other distinguished guests. The concert, of course, will be televised and broadcast.

There are those who believe there is more than meets the eye in the Administration thus giving Jimmy the spotlight, and so near the center of the stage. Broadcasters will surely not enthuse over the opportunity Petrillo will have to personally renew his ties not only with the President but to get better acquainted with such people as Senator Ed. Johnson, of Colorado, new head of the Interstate Commerce Committee handling radio matters, and Representative Robert Crosser, of Ohio, slated to be #1 man on corresponding committee in the House.

Mr. Petrillo's renewed interest in the White House is also believed to be a break for Miss Margaret Truman. When the President appeared at Petrillo's concert last Winter inaugurating the series of free musicales with welfare funds collected from the makers of phonograph records and broadcast transcriptions, the Music Czar was quoted as saying he would go to the bat in an effort to help Miss Margaret in her musical career.

Whether anything was ever done along this line is not known and not much was heard further in connection with Jimmy and the White

House. In fact there were even those who reported that Petrillo had given up hope of the President's re-election and, it was said that this loss of heart cost the American Federation of Labor about a million dollars in Petrillo's settling too quickly with the disk manufacturers.

The story was told thus in Variety:

"Gov. Thomas E. Dewey and political experts were not the only ones confounded by U. S. voters last week, when President Truman was returned the winner in the presidential election despite the belief he didn't have much of a chance. American Federation of Musicians' president James C. Petrillo and his Executive Board also were crossed up. They had made a tentative agreement with the recording companies for the ending of the disk ban on the theory that Dewey would be elected. And the result cost the AFM over \$1,000,000.

"It's firmly believed by tradesmen involved in the recording situation that Petrillo would never have agreed to forego the collection of retroactive royalties from the sale of disks between Jan. 1 last and Sept. 30 had he had any inkling that Mr. Truman would be re-elected. These royalties, which the recording companies stopped paying when the AFM's disk ban was applied, were the bone of contention at previous settlement negotiations, and they caused a breaking off of the original settlement discussions. When Petrillo and Milton Diamond, AFM attorney, came to a tentative agreement with industry executives, they did not insist that the royalties should be paid. And it's felt that this stance was taken (1) due to a desire to clean up the ban before election and (2) that Dewey would be elected.

"Ever since the AFM national convention in Asbury Park, N.J. last June, the AFM has been exhorting its locals to get out friends and relatives to vote for Mr. Truman and the Democratic slate, on the theory that Republican reign would further hamstring labor. It was mainly the Republicans who put the Taft-Hartley law into being, of course, but the AFM still didn't believe in a Truman victory. It saw Dewey as the next prez and felt that if it could get an arrangement through under which the royalty system might be retained, that was the best thing to do. The momentary stymie was the refusal of recording manufacturers to pay those retroactive royalties. So the AFM gave in on that point to hurry the deal along. And Dewey's failure cost the union's coffers over \$1,000,000."

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REORGANIZATION OF FCC AND \$1,500,000 BUDGET CUT REPORTED

A reorganization of the Federal Communications Commission, one which would lop off activities, is reported by Jerry Klutz, Government happenings oracle, to be under study by its top command.

Like several other independent agencies, FCC must drop some of its functions if it's to live within the proposed 1950 budget as approved by the Budget Bureau. It's reported that the Budget Bureau cut FCC's proposed budget by upward of \$1,500,000 which would mean the dropping of some employees. FCC would have to absorb every dime of the \$330 pay raise to its employees and then some.

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TEXAS COMPANY SPENDS \$20,000 EXTRA FOR FIRST U.S. GRAND OPERA TV

Along with the regular heavy cost of sponsorship of the Metropolitan Opera the Texas Company last Monday night dug down into its pocket \$20,000 deeper for extras to have the distinction, along with the American Broadcasting Company, of televising a full length grand opera for the first time in America.

Oddly enough it was history repeating itself for though the writer has yet seen no reference to it, one of the earliest radio broadcasts was from the stage of the Metropolitan. If memory serves correctly, however, it was but the voice of a single artist - possibly Caruso.

The Metropolitan Opera opening was also the occasion of the first public appearance of Miss Margaret Truman, who is a prima donna in her own right, since the recent presidential elections in which she played so important a part.

Commenting upon the Metropolitan telecast, Howard Taubman wrote in the New York Times:

"Last night's opening marked the first time that a whole opera - as well as the ceremonial of the opening night - was televised from the stage of the Metropolitan. The Texas Company, which is the sponsor for the Saturday matinee broadcasts of the Metropolitan, went to great expense, including \$20,000 for extra rehearsals and extra performance fees, to put this telecast on the American Broadcasting Company's local outlet WJZ-TV and on stations in Boston, Philadelphia, Baltimore and Washington.

"The opening night thus became visible and audible to hundreds of thousands in the Northeast as well as for the 3,000 or more persons who could get admittance into the sold-out house. It gave promise that in future seasons the whole nation, which now feels that it can claim the Metropolitan Opera as the country's opera theatre might sit in on opening nights and other performances.

"The telecast, judging by glances at parts of it on several receivers and by reports received from the city and the suburbs, was remarkably successful for a first try. Despite a certain lack of flexibility in maneuvering the camera, the technicians got much of the quality of the show on the screen.

"More than the performance itself, the telecast brought into people's homes views of the stage-hands at work mounting new scenes in the intermissions, interviews with celebrities and, on the whole, a more intimate contact with aspects of an evening at the opera than a good many people get in the theatre."

Jack Gould, radio and television editor of the Times, also expressed considerable enthusiasm:

"The televising of the Metropolitan Opera's opening performance of 'Otello' last night was an exciting and rewarding achievement,

the Verdi masterpiece being brought into untold hundreds of thousands of homes with a new and arresting quality of intimacy.* * * The view of 'Otello' that came into one's living room frequently was more detailed and more revealing than that obtained from a seat 'down front' in the Metropolitan auditorium.

"As was emphasized by both the American Broadcasting Company, which carried the television broadcast over its Eastern video network, and the Metropolitan Opera, last night's video production was intended purely as a tryout because it had to be executed under a variety of technical handicaps.

"Since the video production could not benefit from many special preparations without interfering with the performance for the audience at the Metropolitan, compromises had to be made. The lighting was often erratic and given to extreme of brightness or darkness. The distant 'shots' from the back of the house also reduced the principals on stage to microscopic proportions.

"The truly triumphal moments in the telecast came when the cameras forgot the conventional proscenium arch, which separates the player and the audience, and appeared to move directly 'on stage' for its pick-ups.

"In the last act, the camera work reached perhaps its greatest proficiency, chiefly because the action on the stage was not diffused over the large stage but centered on Desdemona's bed. Her solo rendition of the 'Ave Maria' at her prayer bench was an exceptionally moving visual cameo.

"The weakness in the excessive use of distant 'shots' was most vividly exemplified in the third act, when Iago takes Desdemona's handkerchief from Cassio and waves it so that Otello may see it. The scene demanded a close view but, through lack of alertness on the part of the video director, the handkerchief could hardly be seen at all in the view shown.

"The 'Otello' telecast represented the first time that any stage production had been televised in its entirety from a theatre. If anything, the presence of the audience and the intangible excitement and nervousness of the first night emphasized the quality of immediacy that is video at its most effective.

"Whether there will be further telecasts of Metropolitan Opera performances appeared last night to hinge primarily on the matter of costs. Most of the cast received double pay because of the television pick-up and the other craft unions also received increased compensation for the evening. In all, the added expense amounted to nearly \$20,000, a figure which, it was said, could not be met on a regular basis because of video's still comparatively limited audience."

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FARNSWORTH SHAKE-UP; SIX MONTHS' LOSS \$724,719

The Farnsworth Television & Radio Corporation on Saturday announced the election of E. A. Nicholas as Chairman of the Board of Directors and Abe Fortas as a Director. Mr. Nicholas will continue to serve as President of the company, in which capacity he has served since 1939. Mr. Fortas was formerly Undersecretary of the Department of Interior and at the present time is a partner of the firm of Arnold, Fortas and Porter, Washington attorneys.

Operations for the first six months of the current fiscal year, Mr. Nicholas stated, show a net loss of \$724,719.

Mr. Nicholas also announced that Philo T. Farnsworth, who is a Director of the company and who has been conducting special research for the company, was elected a Vice President. Chester H. Wiggin was elected Secretary of the company.

Mr. Nicholas also said the resignations of Messrs. J. B. McCargar, Burton A. Howe and Charles E. Buesching were in effect. Mr. Nicholas stated that additional new Directors will be elected at a future meeting of the Board.

S. A. Morrow of Chicago, was appointed Advertising Manager. He succeeds J. E. Gardeau.

Mr. Nicholas stated that there had been approved by the company an underwriting agreement with The First Guardian Securities Corporation of New York and other banking houses for the purpose of selling its authorized and unissued common stock.

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BACK SEAT TV MAY BE OK - NOT FRONT - SAFETY COUNCIL RULES

Opposition to the installation of television sets in automobiles if they are to be operated and seen by drivers was expressed last week by the Greater New York Safety Council. Acting on reports that a few such installations had already been made, the Executive Committee of the Council's commercial vehicle section voted to take all possible measures to oppose such installations, according to Edward A. Fullarton, Chairman of the Section.

"There are enough unnecessary deaths on our highways", Mr. Fullarton said, "without adding television as an accessory to the slaughter." He cited both the visual distraction of the driver in the case of television and the need to keep adjusting the setting as the car changed location and direction.

He indicated, however, that the group might not be averse to installations which could only be seen and operated by backseat passengers. Television in a car, he said, was "altogether different" from a radio set.

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HOOVER PLAN WOULD RID STATE DEPT. OF "VOICE OF AMERICA"

Sweeping changes have been recommended to the Commission on the reorganization of the Executive Branch of the Government headed by former President Herbert Hoover which among other things would take the "Voice of America" out of the State Department.

The changes were proposed, after 10 months of first-hand investigation and study, by Harvey H. Bundy and James Grafton Rogers, both of them Assistant Secretaries of State in the Hoover Administration. Former President Hoover appointed them last January to examine the Government agencies dealing with foreign affairs, and at the same time appointed Henry L. Stimson, Secretary of State in the Hoover Cabinet, to advise them.

Now the proposals will be considered by the full Hoover Commission, which consists of four members appointed by President Truman, four by House Speaker Joseph W. Martin, and four by Senate President Arthur H. Vandenberg. Vice Chairman of the Commission is former Undersecretary of State Dean Acheson, a possible successor to Secretary Marshall.

"The Voice of America" broadcasts and other overseas information work would be taken out of the department's hands altogether except for policy planning and guidance. The Bundy-Rogers proposals would open the way for a semi-public corporation or foundation to handle this work, largely with public funds but with private citizens as a Board of Directors.

Such a plan was submitted to Congressional Committees two years ago by William Benton when he was Assistant Secretary, but it was pigeon-holed on Capitol Hill. Instead, Congress decided to turn most of the foreign broadcasting over to the radio networks, but this had disastrous results. The State Department now has firm control of the broadcasts, and the prospects of bigger appropriations for them in the new fiscal year.

It was a coincidence that just at the time this recommendation was made known that the State Department Office of Public Affairs should issue a booklet, "Telling America's Story Abroad". It states:

"The 'Voice of America' today employs 36 shortwave transmitters in the United States, ranging from 10,000 to 200,000 watts in power, are beaming broadcasts in 22 languages to Europe, Latin America and the Far East.

"The International Broadcasting Division (IBD) broadcasts directly to Austria, Bulgaria, Czechoslovakia, France, Germany, Greece, Hungary, Italy, Poland, Romania, the Soviet Union, Spain and Yugoslavia. All the countries of Latin America are covered in Spanish, Portuguese and English. Programs are sent to the Far East to China, the Netherlands East Indies, Indo-China, Siam, Korea and the Soviet Union (Eastern Siberia).

"The International Broadcasting Division is responsible for the planning, execution and content of programs. All programs are written, produced and broadcast from studios in New York City. International shortwave programs from the United States fall into three main categories: about 26 percent is news, about 47 percent editorial and information, and 27 percent music and entertainment.

"In addition to the 36 shortwave transmitters located in the United States, the Government owns and controls shortwave relay stations at Honolulu, Manila and Munich. Other relays are effected through arrangement with domestic broadcasters of various countries including Great Britain, France, Italy, and China.

"Like the other divisions of OII, the International Broadcasting Division anticipates an increase in activities in the present fiscal year. A number of languages will be added to the broadcasts and the hours of broadcasting will be increased as rapidly as staff and facilities can be assembled and organized for the task.

"Voice of America broadcasts have attracted an ever-increasing audience abroad and response from listeners is growing steadily. About 150,000 letters were received from listeners in 1947, the latest period for which statistics are available* * * * IBD officials say it is difficult to present exact figures on the number of potential listeners to VOA programs, but it is estimated that nearly 30,000,000 receivers capable of receiving signals from the United States are in operation in the world, thus creating a potential audience of about 150,000,000 persons.

"In terms of good will and international understanding, the Voice of America radio programs are making a significant contribution to improvement of the country's foreign relations. A broad acquaintance with life in the United States and the motives behind the foreign policy of this country has frequently created a spirit of harmony where misunderstanding might have existed.

"Finally, as a medium of mass communication, radio enjoys many advantages over other forms of expression. Radio is the only way in which one country can communicate directly and instantaneously with people in other countries. It is the only way of reaching large areas of the world blacked out by local censorship. It hurdles the barrier of illiteracy, it penetrates areas which have no access to or are denied other channels of information. It is not hampered by barriers to the flow of printed or pictorial matter. Restrictions of foreign exchange, paper or film shortages, cartel or tariff hurdles do not affect international broadcasting."

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Station WDSU-TV, New Orleans, Stephens Broadcasting Company, which is expected to begin operations on December 18th, has signed with International News Service for the daily and weekly TV news-reels of INS.

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MUCH TROUBLE SEEN BETWEEN LANDLORDS, TENANTS OVER TV AERIALS

Judging from an expression by John J. Bergen, Assistant General Manager, Greater New York Taxpayers' Association, the question of city television aerials is bringing with it much trouble between house-owners and tenants which may result in endless litigation.

"While many tenants have sought and obtained permission from housing owners before erecting such aerials, a goodly number have installed them without obtaining their landlord's consent", Mr. Bergen stated. "Having taken the law into their own hands, these tenants now assert possessive or proprietary rights to enter upon the roof and attach aerials to the landlord's property, even to the point of defying the owner to effect their forced removal.

"There are a number of cases now pending in the courts which will ultimately settle the issue whether tenants have any legal or equitable right to erect roof aerials without the owner's express permission. The New York County Court of Special Sessions, in the case of People v. Kaye and Lourie, has already ruled that a landlord who removed an aerial could not be charged with malicious destruction of the tenant's property, if all he did was to detach the unauthorized aerial without destroying it.

"Without going into a lengthy legalistic discourse on the rights and obligations of tenants and their prerogatives under written or oral leases, it is well settled in law that a tenant is entitled to the customary use of the premises 'demised' to him. The term 'demised premises' refers to that portion actually let or leased to the tenant.

"Where there is no written lease it is said that the rights and obligations of the landlord and tenant are implied by law, and where there is no express covenant to the contrary it is implied that the tenant will not, without consent of the landlord, make any alteration in the demised premises or in any manner change the character thereof. He cannot, for example, turn a dwelling into a store, or a store into a dwelling, or make two rooms into one, put in doors where none existed, or remove any part of the fixtures contained in the premises demised to him. If he do so, he may be restrained by injunction.

"It would therefore seem axiomatic that a tenant who cannot establish any rights to attach his property to the roof cannot justify such attachment nor claim damages if his encroachment is unauthorized and unlawful. The mere rental of an apartment does not give him any right to usurp the roof for the purpose of erecting any structure upon it, such as a pigeon coop, a solarium or even a television aerial, if the landlord refuses his consent to such use. This principle finds support in the case of Lyon v. Bethlehem Engineering Corporation reported in 223 New York Supplement 506 and affirmed by the Court of Appeals at 253 New York 111. It was here held that a lease which provided that the building could be used only for a restaurant, stores,

storerooms, offices, show and salesrooms did not give the tenant the right to construct an electric sign on the roof.

"Until the courts make a final pronouncement as to the respective rights of tenants and landlords, it is clearly evident that under the present state of the law a tenant who erects an aerial upon the landlord's roof or makes any attachment to the parapet walls, without permission, cannot assert any rights to do so, nor compel the owner to grant such permission, if the landlord refuses to allow his roof to be used for that purpose. It therefore follows that any unauthorized attachment of a television aerial may be ordered removed, and upon the tenant's failure to remove it the landlord may detach the antenna, being careful, however, not to destroy it in so doing."

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PHILCO STOCK DIVE, 7 SHARES FOR 100; DR. PITT NEW FINANCIAL OFFICER

The Board of Directors of Philco Corporation last week declared the regular quarterly dividend of 50 cents per share on the Corporation's Common Stock and also a special year-end dividend payable in Common Stock at the rate of seven shares for each 100 shares now outstanding.

William Balderston, stated: "The decision to pay this year-end dividend in stock rather than in cash was prompted by a special set of circumstances requiring the conservation of cash to handle the substantial increase in the Company's refrigeration and television business, and to provide for additional plant facilities for the production of television receivers.

The Board also declared the regular quarterly dividend of 93-3/4 cents per share on the Corporation's Preferred Stock, 3-3/4% Series A.

Dr. Courtney Pitt, who since 1947 has been in charge of its Division of Economic Research, has been elected to the newly-created office of Vice President - Finance of Philco Corporation, and in this capacity will serve as the chief financial officer of the company.

Dr. Pitt received his Ph.D. in Economics from Princeton in 1935. During the following year, he was a member of the Princeton faculty, and served on the staff of the School of Public and International Affairs.

Philco Corporation has signed an agreement to acquire the net assets of Electromaster, Inc., manufacturers of electric ranges. In exchange for the plant facilities, patents, and other assets of Electromaster, Philco will tender 68,212-1/2 shares of its authorized but unissued common stock, or 1 share of Philco for 8.796 shares of Electromaster, after giving effect to the declaration of a 7% stock dividend on Philco common stock payable December 14th to holders of record December 3rd.

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NEW CONGRESSMAN WOULD REGULATE POLLS; LICENSE POLLSTERS

Representative-elect Earl Chudoff (D), of Philadelphia, speaking at the University of Pennsylvania Forum over WCAU-TV said he will introduce legislation to regulate the operation of polls, preferable putting them under the supervision of the Federal Trade Commission.

Mr. Chudoff didn't go into details on the television show, radio officials were left speculating about the bill, which might easily go through under the new Congressional setup. Mr. Chudoff stated specifically he favored eliminating poll-taking by telephone, a detail which might throw the radio survey field wide open.

There has been a lot of talk since the election over whether or not the polls should be continued, Mr. Chudoff said, but he thought they should be. "The American people enjoy looking at these polls and got a terrific kick out of the outcome inasmuch as the polls were wrong.

"I do say, however, the polls have a psychological effect upon the people, and I think that effect is what we lawyers call a public interest.

"Utilities have an effect upon public interest, the milk industry has an effect upon public interest, and in order to have a poll utility they should be licensed by an agency."

The Congressman-elect then announced that he would introduce a bill at the coming session of Congress to provide for the licensing of pollsters.

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TREYNOR, DIRECTOR OF SALES, FOR WOIC TV WASHINGTON

William K. Treynor, Account Executive for Station WOL, Washington, is the new Director of Sales of Station WOIC, Washington.

Mr. Treynor, a Marine night fighter pilot during the past war, first joined the staff of WOL in 1939. Upon his return from the service in February of 1946, he entered the WOL Sales Department. A native Washingtonian and holder of the Air Medal (with four Clusters) and the Distinguished Flying Cross, he is a First Lieutenant in the U. S. Marine Corps Permanent Reserve.

WOIC, owned by the Bamberger Broadcasting Service, is affiliated with both the CBS and MBS Television Networks and is scheduled to begin operations in Washington January 15, 1949.

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ZENITH 6 MONTHS' NET PROFIT \$984,535; TV SETS WELL RECEIVED

Zenith Radio Corporation reports estimated net consolidated operating profits for itself and its subsidiaries for the first six months ended October 31, 1948, of its current fiscal year amounting to \$984,535, after Federal income tax provision of \$599,144, depreciation, excise taxes and reserves for contingencies.

Net consolidated operating profits for the three month period ended October 31, 1948, amounted to \$879,566 after Federal income tax provision of \$536,835, depreciation, excise taxes and reserves for contingencies.

Estimated profits for the quarter ended October 31, 1948, were higher than for the comparable quarter in 1947, although estimated profits for the six month period ended October 31, 1948 were less for the comparable six month period a year ago because of the normal Summer-time decline this year, a two weeks' vacation shutdown in the first quarter and increased labor costs.

Introduction of several console radio and phonograph combination models equipped with dual Cobra tone arms for playing both the "conventional" and new "long playing" records accounted, in part, for a substantial increase in shipments during the quarter.

The Company presently has a very substantial backlog of orders for all types of radio receivers even though many competitive brands of receivers are being advertised daily at cut prices.

"The Company's new line of television receivers recently shown to its distributors and dealers for the first time was enthusiastically received", E. F. McDonald, President, said in making the report. "These television receivers contain many advanced features not found in any other present day television receiver. These features include the Giant Circle Screen for larger, brighter and clearer pictures, Bull's Eye True Automatic Tuning for simplified and positive operation and provision for Phonevision, when it becomes available. Prices range from \$389.95 for table models to \$1,150 for console combinations.

"To prevent obsolescence, Zenith has incorporated in all of its television receivers, an advanced type of Turret Tuner, which is capable of receiving not only the frequencies presently allotted to television but can also receive the ultra-high frequencies which the Federal Communications Commission will undoubtedly make available to television broadcasters in order to give satisfactory coverage.

"Sales of regular radio receivers, including phonograph combinations, continue at a very satisfactory rate and it is not expected they will be affected, to any great extent, by the introduction of television.

"Demands from automobile manufacturers for the Company's auto radio far exceed the Company's present facilities allotted to this production."

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OFFICIAL DENIES WINCHELL CLAIM OF PRESS AND RADIO MUZZLE

A Defense Department spokesman denied charges by Walter Winchell that the Hopley civilian defense program holds the "frightening and terrifying power to muzzle the radio and the press."

The program, denounced by Winchell in a broadcast, was prepared by the Office of Civil Defense Planning and submitted to Defense Secretary James V. Forrestal as a plan to prepare American civilians for possible future atomic warfare.

"Mr. Winchell apparently has not read the report", said the Defense Department spokesman. "Our office has searched thoroughly through this report in an effort to find any recommendation which would tend to 'muzzle the radio and the press', and there is none. The report makes provisions for informing the public of the progress of any future war, but, so far as we can find, there is not a single reference to censorship, not even voluntary censorship."

Under the title, "Public Information in the Civil Defense Program", the report said: "Regional offices when established in the civil defense organization, should include the function of public information. . . . The public information officer operating in an affected area would occupy a post of high responsibility in his own civil defense organization. He should be capable of ferreting out facts from an avalanche of rumors. He should be a person of sound judgment who would assist the local director of civil defense in utilization of all available mass communication facilities as a means of resisting panic tendencies.

"Radio broadcasting stations could be employed most effectively because their services assure comprehensive coverage in a minimum of time."

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ENGLISH TEACHERS HAIL RADIO SHOWS

The Theatre Guild on the Air, heard over the American Broadcasting Company network, and the documentary unit of the Columbia Broadcasting System have won the awards of the National Council of Teachers of English as "the best literature on the air" in the 1947-48 school year.

This was made known last week in advance of the formal announcement on the closing day of the Council's annual meeting, with 5,000 teachers in attendance.

The ABC show was chosen as the program which did most "to further listeners' understanding and appreciation of our literary heritage and to awaken a greater love of good writing." Also considered in this category as worthy of commendation were the Fort Theatre, "The Greatest Story Ever Told" and "Studio One."

CBS was commended for giving "a superb staff of writers and producers an adequate budget and all the time they needed for research, writing and preparation" to produce the shows.

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 ::: SCISSORS AND PASTE :::
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Hollywood Blames Bad Press And Radio
 (Richard L. Coe in "Washington Post")

It turns out there is a depression in Hollywood and there is not a depression in Hollywood.

The objective reporters on the scene tell their readers and radio listeners that people have been let out of the studios, that things are tough for the little guy and that for these calamities there are a number of reasons.

The movie executives, however, seem to feel that all this gloomy talk only creates the impression that the pictures coming out of Hollywood these days are "inferior", that "the whole chain of thinking must be corrected", that a lot of it is "bandwagon thinking".

Last week's pronouncements came from meetings of the Motion Picture Association of America and the Theater Owners of America. Most specific was the TOA, which explained that the Industry faces a crisis for eight specific reasons:

1. The box office slump; 2. A bad press and radio. 3. The foreign market decline. 4. Legislation and taxation. 5. Costly litigation. 6. Censorship. 7. Juvenile delinquency. 8. The passive audience.

Behind all these "reasons" are some amusing reflections. When the boys speak, for instance, of a boxoffice slump, they mean a falling off in receipts from the 1946-7 years, which were all-time highs.

By bad press and radio, they refer specifically to the "scandals" involving topnotch stars. There is a bizarre air of the unreal about all this, and one of the best laughs on radio are the programs of Louella Parsons and Jimmy Fidler, both of whom condemn publicity which puts Hollywood in a bad light and in the very next breath are off with their romantic "exclusives".

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Porthole Television Is The Latest
 (Sam Lenner in "Chicago Daily News")

Cmdr. E. F. McDonald, Jr., President of Zenith Radio Corp., is distinguished also as a yachtsman who saw much of the world through the portholes of his 183-foot Mizpah, now the property of the U. S. Navy.

No one at the Zenith plant will say, but it's my guess that the porthole influence produced the revolutionary circle screen that distinguishes the Zenith television sets unveiled for the press this week.

The experts may argue that the square or rectangular screen is equal in area to a given circle but the encyclopaedia defends the optical illusion as both "natural and necessary." It may be an optical illusion but after years of viewing movies on a square screen I would recommend a change-over to a circular one if it does for films what it does for the television picture.

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TV Hooks Two Pennsylvanians 100 Miles Away
(Marquis Childs in "Washington Post")

The other day I met a pair of television fans. Their experience, I would guess, is typical of what is happening to thousands of people and what will happen in the next two to four years to millions.

This husband and wife live in a Pennsylvania town of about 50,000 which is 100 miles from Philadelphia. There is no television station in the town.

Last Spring Mr. and Mrs. Jones became convinced from the experience of a tavern keeper in their town, that they could get television from a distance of 100 miles. They went to Philadelphia to buy a set and there they were told not to waste their money, since the receiving range was at the outside 25 to 30 miles.

They persisted and last May a set was installed in their home, the first set in any home in the town. On one channel the image comes through as clearly and as distinctly as it does in Philadelphia, Mr. and Mrs. Jones having made careful comparisons on visits to the city.

They, too, had thought it might be just a novelty of which they would soon grow tired. But seven months have gone by and they are just as eager to get into the living room after supper as they were the first week.

Besides the good channel, they get images of varying distinctness and clarity on two other channels. Now and then they have successfully picked up Baltimore, which is nearly 200 air miles away.

In the seven months they have had their set, they have gone to the movies twice. Normal for the pretelevision era was about 3 times a month, or 21 times against 2 times.

What is more, the Joneses no longer have very much interest in the radio programs that used to be their favorites. Sound without sight does not hold them.

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A Towering Electronic Laboratory
("Parade")

In a slender, gleaming tower rising 300 feet above suburban Nutley, N.J., scientists are bringing the dream of "One World" closer to reality through the magic of microwaves. These powerful, ultra-high-frequency waves make it possible to link the nations in a global network of television, telephone and telegraph communications. What is happening in Cape Town, South Africa, may one day be seen instantaneously on a television screen in an American home. New, wide-band channels opened up in the microwave region can accommodate as many as 12 radio-telephone conversations simultaneously.

Built by the International Telephone and Telegraph Corporation, the \$500,000 aluminum-sheathed tower houses one of the world's most modern laboratories. Here, engineers are using microwaves in the development of such electronic wonders as two-color radar and "DME" - Distance Measuring Equipment. Two-color radar accurately plots the course of an airplane as a moving green dot on an amber screen. DME is, in effect, an electronic tape measure which indicates the distance of an airplane to within one-tenth of a mile from a fixed point, with the plane as far away as 120 miles.

(Continued on page 16 at bottom)

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:::: TRADE NOTES ::::
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It is reported from the palace in London that the absence of public engagements enables the King since his illness to devote more time to reading for pleasure, listening to the radio and watching the television programs.

Having experimented with televising a full length opera for the first time, the Texas Company for the ninth consecutive season will sponsor the Saturday afternoon broadcasts of the Metropolitan Opera over the American Broadcasting Company, beginning with the December 4th broadcast of "Mignon". The season will last 16 weeks.

Mildred S. Gillars, 47, the wartime "Axis Sally" is sewing bandages for Gallinger Hospital in Washington, D. C., while awaiting trial on 10 counts of treason in the Washington jail. She is charged with broadcasting treasonable statements over the Nazi radio, beamed to American troops.

The only trouble Axis Sally has given jail authorities involved an abortive effort to teach a fellow prisoner how to speak German.

Dennis Clemmer, director of the jail, said he spotted her recently showing another prisoner "how to hold a long German-like vowel" and Clemmer gave orders to authorities to put a stop to it.

Directors of Sylvania Electric Products, Inc., last week declared a regular quarterly dividend of \$1 per share on the \$4 cumulative preferred stock, payable January 1, 1949, to stockholders of record December 20, 1948. They also declared a dividend of 35 cents per share on the common stock payable December 20, 1948, to stockholders of record December 10, 1948.

Prior to their return to England December 9th, Norman Collins, Controller of the British Broadcasting Corporation television, and Harold Bishop, BBC Chief Engineer, will hold a press conference in the BBC New York office, 630 Fifth Avenue, Room 3320 Monday, December 6th at 11 A.M. Collins and Bishop are presently in the USA on a brief visit.

The Federal Communications Commission recently received a letter the other day from an optimist who lives in Louisiana. The fellow wanted to take an amateur radio operator's examination. So, he sat down and wrote FCC to supply him with both money and clothes to enable him to go to the city for the test. He didn't want much--only three suits, hats, shirts, shoes, and union suits, but he emphasized that he needed only one handkerchief - Jerry Klutz's column in The Washington Post.

Miss Margaret Truman, the President's daughter, has declined the offer of a concert and broadcasting engagement in England in 1949. Lynford-Joel Promotions said in London that when the election results were announced they received a cable from Miss Truman at the White House saying that while she would like to come to Britain, she was unable to do so owing to other commitments.

However, a report has been circulated this week that Miss Truman is expecting to go to England and to the La Scala Opera House in Italy, where she has been asked to sing.

The Crosley Radio Corporation Columbus video station WLW-C, and its sister Dayton outlet, WLW-D, are slated to begin operations February 1.

The two Ohio video stations are part of a 5-station television network being planned by Crosley. WLW-T, Cincinnati, veteran of the projected network, has been operating commercially since February, 1948.

Predicting the sale of more than 14,700 television sets with a retail value of \$5,526,000 during the first year of commercial television in the Indianapolis area, H. G. Baker, General Sales Manager of RCA Victor, declared in a talk in Indianapolis that the world is verging on a "Television Age".

Entering the second week of their "Radio in Every Room" campaign, Trenton, N.J. radio dealers are enthusiastic over the results obtained thus far.

"Our sales have doubled over last week's", said Robert L. Kulp, Manager of the Appliance and Radio Departments of Hurley-Tobin, leading Trenton department store. "The figures show a 2 to 1 improvement and we expect the second week to be even better."

Station WATV, Bremer Broadcasting Corporation, Newark, N.J., has resumed operations following installation of its new six bat-wing type antenna on the station's tower at West Orange, N. J.

Ten-year-old Jane Bieberman has the distinction of being the youngest licensed radio operator in the world.

The Federal Communications Commission has issued Jane the call letters W30VV to identify her amateur radio station at 21 Dartmouth Road, Bala-Cynwyd, Pa. To get her government license, Jane had to pass the test in telegraphers' code at 13 words per minute and the written examination in radio theory and laws required of all applicants for amateur license.

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(Continuation of "A Towering Electronic Laboratory" from page 14)

Microwaves have frequencies that are high up in the radio frequency spectrum, where they are much closer to light than to sound. Like light, they travel in a straight line and can be beamed in any direction. Also like light, their range is close to the horizon. Microwave towers, spaced every 30 to 120 miles, can retransmit the signals. Transmission of voices, pictures and print, now confined to several hundred miles, is possible on a world-wide scale with the aid of multi-channel microwave links.

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