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March 9, 1949

## ARTHUR GODFREY MAKES PRESIDENT LAUGH WITH CBS WISECRACK

With the President himself among the diners, Arthur Godfrey, top Columbia Broadcasting System commentator, acting as master of ceremonies at the White House Correspondents' dinner in Washington last Saturday night, took occasion to remark:

"Confidentially, Bill Paley sent me down here to see if I could get President Truman to switch to CBS."

The President laughed heartily. A number in the audience not being up on the NBC-CBS talent fight, apparently confused Mr. Godfrey's sally with the recent "switched to Calvert" advertisements but there wasn't any doubt that Mr. Truman quickly got the real point.

Being on the eve of the President's departure for his Florida vacation, it was a gala night. Even Mr. Truman's reference to the White House repairs and the bad condition of the second floor was not taken too seriously:

"We hope to have that remedied by 1952 so that the next man can get in without any trouble."

"That was just a chance remark", one of those present commented. "HST is running for re-election and running hard."

One observer remarked he believed Mr. Truman was being unusually cordial in order to offset his S.O.B. characterization of Drew Pearson and to show his high regard for some of the other commentators and correspondents.

An interesting incident of the evening was the taking off of one of the President's stock campaign speeches by Robert G. Nixon of the International News Service, President of the White House Correspondents. Mr. Nixon concluded his talk with President Truman's best campaign line: "And now how would you like to meet the family?" Whereupon Nixon proceeded to introduce the newly elected officers of the White House Correspondents' Association, and, of course, the audience roared.

It made such a hit, in fact, that the by-play was continued the next day when the White House vacation party arrived at Key West and President Truman turned the tables by meeting the press and radio plane and pretending to interview Mr. Nixon. This was a complete surprise and Nixon and the others were almost knocked out of their shoes when the President sprang the question, "What About Molotov?" which he well knew was going to be the first thing they had intended to ask him.

Incidentally these surprises between the President and the White House newsmen have been going on for sometime. For instance, they pulled a fast one on him at their dinner last year. There was a skit participated in by "Spike" Jones orchestra in which doubles of famous personages would stroll across the stage. One of these

was supposed to be Joseph Stalin and the likeness was exceptionally good. A little later there came someone the audience thought to be dressed to represent Miss Margaret Truman. The likeness was so striking that one of the diners said in astonishment: "It is Margaret." Sure enough it was and no one was more surprised, or pleased, or applauded more heartily as she came forward to sing, than her father.

"You surely put one over on me that time, boys", the President exclaimed.

Among those who attended the White House Correspondents' Dinner were Vice-President Alben W. Barkley and Col. Louis A. Johnson, newly named Secretary of Defense. From the radio industry were:

Martin Codel, William E. Coyle, Earl Gammons, Earl Godwin, Richard Harkness, Sen. Edwin C. Johnson, Philip G. Loucks, Claude Mahoney, Oswald Schuette, Paul M. Segal, Frank Stanton, Sol Taishoff.

The entertainment was furnished by:

Danny Kaye, Polyna Stoska, Metropolitan Opera singer, the Zucker Sisters, classical pianists, and Stan Kavanagh, juggler.

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#### SARNOFF, BACK FROM ABROAD, REPORTS EUROPEAN OUTLOOK BRIGHTER

Returning aboard the S.S. America from a six weeks' business trip abroad, Brigadier General David Sarnoff, Chairman of the Board of the Radio Corporation of America, reported last week that "provided the United States maintains the diplomatic initiative we now hold, the outlook for Western Europe is brighter than it seemed a year or two ago."

Strongly favoring both the Marshall Plan aid program and the proposed North Atlantic Security Pact, General Sarnoff explained that "American help toward Western European recovery is the basic factor in preventing the advance of Communism across Europe."

"Conditions in England, France and Italy are visibly better than they were a year ago, and the same is reportedly true of the other countries aided by the Marshall Plan", said General Sarnoff. "But the basic financial, economic and political problems of Europe as a whole remain unresolved. In my view sound solutions to these vital problems are not likely to be found so long as the 'cold war' between East and West continues and so long as Russia blocks the completion of the Austrian and German peace treaties."

During his trip, General Sarnoff testified at the British Arbitration Tribunal on the nationalization of Cables and Wireless, Ltd. He also had private interviews with Prime Minister Clement Attlee, Winston Churchill and heads of American diplomatic missions as well as leaders of the French Government and European businessmen.

The General said he found much less evidence of "war scare psychology" and a much calmer resolve among the peoples living under difficult conditions.



"My best impressions are not negative", he continued. "The very crises which Russia is creating by her actions on the Continent have brought about a closer affinity in Western Europe than has ever been known before in times of peace."

General Sarnoff warned that a serious setback in the American economy would have grave repercussions in Europe. He added that he does not foresee any major economic recession in America.

Speaking specifically of France, General Sarnoff said that any predictions on the political scene there are "as hazardous as ever." But he was favorably impressed with the success of the French Government's domestic loan which "increased the value of the franc and the strength of the center group parties, at the expense of the extreme Left and the extreme Right."

On Britain, General Sarnoff did not hesitate to point out that British Laborites would soon have the delicate choice between protection of human rights and expanding socialistic theory.

The General was accompanied on his trip by his son, Robert W. Sarnoff, Assistant to the National Director of Television Programs of the National Broadcasting Company.

"My son's mission was to make a detailed study of television in England and France", the General stated. "Every facility was afforded us by the British and French authorities to study the television situation in their countries. We feel progress is being made by British television and plans are also under way to advance television in France. However, we saw nothing in British or French television as far advanced as are the techniques and services in the United States. Britain and France are the television leaders of Europe."

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#### MICROWAVE RELAY TO LINK CROSBY OHIO TV STATIONS

A complicated system of microwave units, metal screens, cables and towers is expected to enable Dayton and Columbus television stations to receive the programs aired by WLW-TV, the Crosby Broadcasting Corporation's Cincinnati station, beginning late this month.

Shows originating in Cincinnati, DuMont and NBC network kinescope features and films shown over WLW-TV will all arrive in Dayton and Columbus by means of this complex relay system.

Within a few months, WLW-TV will originate its own shows, which will be sent along to WLW-C. Additional equipment will later be installed at the relay points - Dayton and Mechanicsburg - to handle two-way transmission of programs.

For the first few months, however, programs will follow a one-way route, from Cincinnati to Dayton to Mechanicsburg to Columbus.

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## NBC AFFILIATES GO HOME REASSURED BY TRAMMELL SCRAPPY COMEBACK

Apparently the peppery defiance of Niles Trammell, soft spoken Georgian, President of the National Broadcasting Company, aided by Charles R. Denny, equally soft spoken Marylander, NBC Executive Vice-President, of the Columbia Broadcasting System talent raids was completely satisfying to the owners and operators of the NBC affiliated stations at their meeting in Chicago last week. The other way around, no executive ever received more heartening support than the NBC affiliates' now famous resolution gave to Mr. Trammell.

NBC already has under way many new plans further to assure itself and its affiliated stations of a profitable, permanent future in sound broadcasting, Mr. Trammell informed those at the meeting. He outlined NBC's basic position in these words:

"We have to face up to the challenge of giving even greater value to present advertisers. We've got to make broadcasting attractive to additional advertisers by bringing total radio costs down. And we must do all this without sacrificing our own economic position, or yours, during the years ahead.

"Besides being an advertising business, radio is show business. It cannot be satisfied indefinitely with the same material, the same performers, and the same programs. It must not only expect programming changes. It must be alert and aggressive in bringing about the changes which are necessary to hold audiences and attract new listeners in competition with other forms of entertainment. If radio is to maintain its competitive edge, it must be constantly developing new personalities and new ideas."

The detailed steps by which NBC's new long-range policy will be executed were given by Mr. Denny. The sound broadcasting industry today, Mr. Denny pointed out, faces not only the problem of maintaining radio's popularity in competition with other forms of entertainment, but also maintaining advertising support. The answer, he pointed out, lies in developing new programming ideas to attract new audiences, and in giving advertisers more value for their money.

"The National Broadcasting Company", Mr. Denny asserted, "is pledged to do this job, and it is well equipped to do it. It has the experience and the brains to plan a course that will keep it on top in sound broadcasting. It has the money and the resources to back up these plans. And, above all, it has the resolve to use its money, its experience, and its every effort for that purpose."

Describing the results of the Chicago meeting in superlatives, George Rosen wrote in Variety:

"Niles Trammell, President of NBC, won probably his greatest personal triumph in broadcasting as the entire affiliate membership, called into emergency session, gave him and the network a complete vote of confidence and unanimously endorsed his: "Operations: 1949."

"If any of the boys were expecting fireworks or serious defections from the network in the wake of the CBS succession of talent raids, they were doomed to disappointment. It was Trammell's show, and he won hands down."

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### WRC, WASHINGTON, DEVELOPS NEW RADIO SURVEY TECHNIQUE

Station WRC, Washington's NBC outlet, is trying out a new research technique developed under the direction of James Seiler, to meet the growing need for an absolute measurement of radio listening in a specific area. It is believed to be the first accurate survey method covering all radio listening, both inside and outside the home, of all members of the population from "cradle to grave".

WRC has just completed the first trial of the new method and has been able to produce complete audience data on every program broadcast on any Washington station during the six week experimental period in January-February.

Characteristics of the metropolitan Washington population of 1,300,000 individuals were found to be:

Persons having radio(s) in home: 97.6%

Persons having telephones in home: 86%

Persons having television in home: 8.5%

Persons having FM radio in home: 11%

Persons who read newspaper(s) on typical day:

a. Persons with TV in home: 75%

b. Persons with no TV in home: 72%

c. All persons: 72%

Average time spent reading newspapers by those who do read newspapers daily: 57 minutes

NOTE: Average time for entire sample including non newspaper readers on typical day: 41.5 minutes

Persons having auto in family: 56%

Persons having auto radio in working condition: 30%

Persons listening to auto radio on typical day: 12%

Average time spent listening to auto radio by those who listen to auto radio on typical day: 50 minutes

Persons who view television on typical day:

a. Viewers with sets in home: 70%

b. Viewers without sets in home: 7%

c. Total population viewing on typical day: 12%

Average time viewing TV by those who view TV on typical day:

a. Viewers with sets in home: 162 minutes

b. Viewers without sets in home: 92 minutes

c. Total population viewing on typical day: 124 minutes.

Persons who listen to FM on a typical day: 5%

Person who listen to standard AM radio on a typical day:

a. With TV in home: 49%

b. No TV: 72%

c. Entire population: 70%

Average time spent listening to AM radio by those who listen to AM radio on typical day:

- a. TV in home: 121 minutes
- b. No TV: 165 minutes
- c. All: 162 minutes

Persons who attend a motion picture during typical week:

- a. TV in home: 32%
- b. No TV: 36%
- c. All: 35%

Average time spent reading newspapers on a typical day by all adults, including non readers - 48 minutes

Average time spent listening to AM-FM radio on a typical day by all adults including non listeners: 130 minutes

Average time spent reading newspapers on a typical day by all children including non readers: 7 minutes

Average time spent listening to AM-FM radio on a typical day by all children including non-listeners: 73 minutes.

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#### ELMER CAPTURES OVERSEAS AWARD; THEN RADIO ASSN. PRESIDENCY

Elmer Davis, Washington commentator on the American Broadcasting Company network, was Tuesday elected President of the Radio Correspondents' Association, composed of members of the radio gallery of the Senate and House of Representatives.

Friday evening, Mr. Davis received the Overseas Press Club of America Award for the "best radio interpretation of foreign news" at a large dinner in New York City.

Mr. Davis, a native of Indiana and wartime Director of the Office of War Information, has received many awards for his achievements in the field of radio news reporting.

William R. McAndrew, WRC-NBC, was elected Vice President; Francis W. Tully, Jr., Yankee Network, Secretary; and Bill Shadel, CBS, Treasurer. Members at large are: Howard Kany, AP radio; Rex Goad, Transradio Press, and George E. Reedy, Arrowhead Network.

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#### G. R. SWIFT NEW WCBS N.Y. GENERAL MANAGER

G. Richard Swift has been appointed General Manager of WCBS, key station of the Columbia Broadcasting System in New York. Mr. Swift takes over the duties of Arthur Hull Hayes, who had been General Manager of WCBS from 1940 until his recent appointment as Vice President in charge of the network's San Francisco office. Mr. Swift has been Assistant General Manager of WCBS since May 20, 1946. He has had 16 years' experience in network and local radio programming, sales and administration.

Mr. Swift was born in Newark, N. J. on October 2, 1912. He joined CBS in December, 1932, after graduating from Montclair (N.J.) High School.

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## DENY ULTRA HIGH FREQUENCY WOULD OBSOLETE PRESENT TV SETS

Two top executives, J. R. Poppele, President of the Television Broadcasters' Association, meeting in Chicago, and David B. Smith, Philco Vice-President at the Institute of Radio Engineers' convention in New York City, denied that ultra high frequency (UHF) television now under consideration by the Federal Communications Commission would obsolete present television sets.

The UHF discussion was sparked by page newspaper ads appearing in the principal cities captioned: "Expected Changes in Wavelengths Will Not Obsolete Zenith Television". The ads continued:

"Zenith is the only television receiver on the market today with a specially designed built-in turret tuner with provision for receiving the proposed new ultra high frequency channels on the present standards.

"When you invest in television, now or later, be sure that you buy a television receiver with positive built-in assurance that it will not be made obsolete by any contemplated changes in television channels.

"With Zenith Television no 'converter' will be needed."

Mr. Poppele said in Chicago:

"What may happen is that the Commission might withdraw VHF channels from certain smaller communities that were assigned to them, but with no stations yet on the air, and turn these channels over to metropolitan areas."

The TBA president added that "in place of these channels, the Commission probably would assign UHF bands to the smaller areas."

"Manufacturers then would produce dual band receivers for use in these areas - the dual bands being a protection for the set purchaser who might move to a VHF area later", Mr. Poppele continued. "Conversely, if a person with a VHF television set should move into an area where UHF stations were operating, a simple, inexpensive converter would be obtainable to permit reception in the higher frequencies", he explained.

Mr. Poppele summed up the UHF-VHF matter with the assertion: "I am firmly convinced the present commercial VHF band will be with us for years and years - possibly forever. There should be no fears that VHF band with its immense investment in transmitters and receivers will be rescinded."

In making the UHF tests, Philco engineers were reported to have found that they could obtain satisfactory reception by using a simple three-tube converter attached to a standard Philco television receiver. "Thus, when UHF television service does come, it will not obsolete current television sets", it was said.

"Zenith television receivers are the only receivers presently being marketed which contain an advanced type of turret tuner with provision for receiving not only the frequencies presently allotted to television, but also the ultra-high frequencies on present standards which the Federal Communications Commission is expected to make available to television broadcasters in order to give satisfactory coverage", E. F. McDonald, Jr., President of the company, said.

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# STATE MOVE TO END MARYLAND RADIO NEWS GAG; WBAL FINED \$200

Just prior to Judge John B. Gray fining WBAL, Baltimore, \$200 last Monday, the fourth radio station in that city to be convicted of violating Baltimore's court rules which are aimed to prevent broadcasting of Baltimore crime news, a bill was introduced in the Maryland State Senate which would prevent State courts from establishing any rule "to limit or abridge the liberty and freedom of the press."

The "free press" bill was introduced by Senator P. G. Stromberg, Democrat of Ellicott City, publisher of several Maryland weekly newspapers. The proposal was drawn by Stromberg and a committee of the Maryland Press Association.

Stromberg said he has already received "strong, favorable reaction" to the bill.

"The courts, the State's attorneys and police can well control the dissemination of any facts as to statements or data on the confessions or guilt on the part of those charged with a crime, in the same manner as the deliberations of grand juries are maintained in secrecy", the bill states.

This can be done, the measure adds, "without the necessity of the courts abridging the liberty of the press."

Karl F. Steinmann, counsel for Hearst Radio, Inc., owners of WBAL, announced that the \$200 fine would be appealed.

WBAL argued that it used only the fact that James had a previous record and that it could have learned this by going to newspaper files and court records rather than from the announcement attributed.

One section of the special code prohibits statements by police officers about the conduct of an accused and publication of news obtained in violation of the rule.

Judge Gray, assigned to Baltimore from his circuit in Southern Maryland to hear the case, found that WBAL actually got its information about James' criminal record from Atkinson, by way of a United Press dispatch.

The judge said he made the WBAL fine less than the \$300 penalty he imposed on some of the other stations because the broadcast material "came from a reliable source and was made in good faith."

Steinmann argued that the violation was part of a 25-second news announcement about the sensational murder case and declared it "sheer nonsense to say that it had such consequences that the entire Jury panel would have been disqualified."

Steinmann attacked validity of the court rule. He said it gravely endangers freedom of speech and the press.

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#### PARENTS URGED TO STUDY RADIO, MOVIES, NOT TO BAN THEM

Parents are warned against banning the comics reading, radio listening, or movie going of their children in a new twenty-cent pamphlet, "Comics, Radio, Movies - and Children" by Josette Frank, just issued by the Public Affairs Committee, Inc., which describes itself as a non-profit educational group at 22 East 38th Street, New York.

Miss Frank advises parents to respect their children's rights and feelings. Don't throw away their comics. Don't shut off their favorite radio programs needlessly. Don't drag them out of the movies in the middle.

Instead, parents are urged to get to know what their children are reading, seeing, hearing - to listen with them to their preferred program, to read their favorite comics, and to discuss them together.

Parents are told to watch their children's reactions to exciting programs or movies. If they appear to be too upsetting, parents can suggest to their youngsters that they skip them for a while. Just sitting with the children while they are listening or watching, however, may be sufficiently reassuring.

The pamphlet suggests that parents see that their children have plenty of enjoyable things to do, places to go, varied experiences, and real adventures, so that radio listening or movie going does not absorb them to the exclusion of other interests and activities.

In suggesting ways by which the community at large may help solve the problems raised by comics, radio, and movies, the author declares that the community must see that there is plenty of opportunity for boys and girls of all ages to have fun, creative interests, and satisfying activities.

Parent-teacher groups, local radio or motion-picture councils, and other citizen organizations are urged to study what is actually available to their children on the newsstands, on the air, and at the movies. Such groups, it is suggested, should express their approval or disapproval in writing to those responsible for good or bad programs, movie or comics. It is also possible for them to enlist the cooperation of local radio stations and motion-picture exhibitors in offering programs of special interest and value to children.

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SYLVANIA NET UP 52% FOR 1948; \$99,347,751 SALES

Net income of Sylvania Electric Products, Inc. for 1948 was the largest of any year in the company's history, reaching \$3,823,382, an increase of 52 per cent over 1947, it was disclosed in the annual report being mailed to stockholders.

Sales rose to \$99,347,751, a 3.8 per cent increase over the \$95,715,638 sales of 1947.

Earnings per share were increased to \$2.84 on the 1,206,550 shares outstanding at the end of the year, as compared with \$2.10 per share on the 1,006,550 shares outstanding at the end of 1947.

Current assets rose from \$45,215,738 to \$50,094,854 and were more than three times current liabilities of \$16,254,073.

Most significant last year was the expansion of the company's cathode ray tube manufacturing capacity, production at the end of the year being at the rate of 500,000 tubes annually. Substantial investment was made in facilities and working capital for this product. It is estimated that total addition to plant for manufacture of these tubes will require \$5,000,000 for 1948 and 1949.

Two new plants to manufacture television tubes were purchased last year, one at Ottawa, Ohio, which went into production in December and the other at Seneca Falls, New York, which is expected to start production this Spring.

Due mainly to expansion in the television field, Sylvania's sales forecast for 1949 is substantially higher than last year. It is estimated that television sets and tubes for television will represent about one-third of the company's total sales for this year.

The company believes it has the opportunity to take an even more important place in the television set market than it has had with radio sets.

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PETRILLO MUSIC FUND ALLOTMENT TOTALS \$1,400,212

The AFL American Federation of Musicians has appropriated \$1,400,212.42 for its 1949 free public music program throughout this country and Canada, Federation President James C. Petrillo said last Sunday.

This year's appropriation was described by Petrillo as the third and final allocation from the Federation's recording and transcription fund. It consists of royalties paid on recordings and transcriptions under an arrangement with the recording industry.

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## ZENITH NINE MONTHS' NET OPERATING PROFITS \$2,025,781

Zenith Radio Corporation reports estimated net consolidated operating profits for itself and its subsidiaries for the first nine months ended January 31, 1949, of its current fiscal year amounting to \$2,025,781, after Federal income tax provision of \$1,227,450, depreciation, excise taxes and reserves for contingencies.

Net consolidated operating profits for the three month period ended January 31, 1949, amounted to \$1,041,246, after Federal income tax provision of \$628,306, depreciation, excise taxes and reserves for contingencies.

"Sales of regular radio receivers have declined somewhat from the level experienced a year ago", E. F. McDonald, Jr., President reports further. "Most models, however, particularly table model FM receivers, continue to move at a satisfactory rate. The Company has received some cutbacks in auto radio production. An increasing number of new cars are being offered to the public with radio as optional equipment instead of being factory installed.

The financial condition of the Company continues satisfactory. In order to finance the expansion of manufacturing facilities, including the purchase of The Rauland Corporation, the Company recently borrowed \$4,000,000.00 on a long term loan from The First National Bank of Chicago.

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## SCHREIBER, WGN, CALLS PROGRAMMING TV'S CENTRAL PROBLEM

All of television's basic problems flow from the central problem of programming, Frank P. Schreiber, Manager of WGN, Inc., stated in an address to the first annual National Television Conference in Chicago on Monday (March 7).

Citing television as the world's newest and possibly greatest medium of entertainment, information and public education, Mr. Schreiber said, "The fundamental engineering problems of television have been solved and the manufacturers' displays at this convention prove the genius of current developments and refinements. The sales problem is one of circulation."

"WGN-TV long ago made its general policy clear", said Mr. Schreiber, "when our announcers began to say, 'This is WGN-TV, Chicagoland's family television station.' It is our purpose to present interesting programs for all members of the family."

"In the early days of television", Mr. Schreiber continued, "the problem of producing good programs was a necessity, but was not acute. There was a great deal of curiosity on the part of the public in television which led to the early purchase of receivers, but as more and more stations came on the air, it was apparent that, as in the case of radio in the amplitude modulation field, viewers would watch programs and not remain tuned to one station. Therefore, it

is important that television station operators direct their efforts to the best productions possible both from a material standpoint as well as from the standpoint of quality of production in staging, camera work and intelligent handling."

Stating that the motion picture industry has been hiding its head in the sands of Hollywood up to now, Mr. Schreiber said, "Rather than cooperate with television, the film people have trembled with a kind of adolescent fear."

Pointing out that "cooperation is more practical than hibernation", Mr. Schreiber declared, "I hope that some day soon our film executives will see television in its true perspective and realize the great benefits that this new industry holds for them."

Concerning rights to sports events and other special features, Mr. Schreiber said there is an area of vast confusion and misunderstanding. "This will continue until television management thoroughly understands the problems of sports promoters and until promoters give careful thought to television circulation, costs and potential", he said. "Generally speaking, it is my conviction that television can and will promote sports as they have never been promoted before and that the box office will not suffer when the events are televised."

Concluding his address, Mr. Schreiber declared, "The only limit to the effectiveness of this new medium is our imagination. Television demands mature judgment and the spirit of adventure. No one in this room knows enough about it to be arbitrary or dogmatic. An open mind; the courage to take a chance; the ability to learn quickly from trial and error - these are television's prime requisites."

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#### WASHINGTON, D.C., BARS TELEVISION FOR DRIVERS IN CARS

Installation of television equipment in motor vehicles so as to be visible to the drivers was prohibited last week by the Washington, D. C. Commissioners on the grounds that such installations would create a traffic hazard.

The action was taken on the recommendation of Director of Vehicles, and Traffic George E. Kneipp. Similar legislation was passed by the Maryland State Legislature and is now before Governor William Preston Lane, Jr.

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#### ASCAP-NAB COMMITTEES HARD AT WORK ON TV NUT

Television music committees of the National Association of Broadcasters and ASCAP will meet every afternoon this week in an effort to work out licensing plan for TV, Robert P. Myers, NBC Assistant General Attorney and Chairman of the NAB Committee, said last Friday.

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::: SCISSORS AND PASTE :::  
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All This And A Friend Of Truman Too

(By Campbell Watson in "Editor and Publisher". John A. Kennedy mentioned in this article and highly regarded by President Truman, is also President of WCHS (CBS) at Charleston, West Virginia, and WSAZ (ABC), Huntington, West Virginia.)

Hefty socks on the chin for every matter opposed to the public interest is the continuing schedule of the San Diego Journal, explains George Chaplin, Managing Editor. \* \* \* \* \*

"It's sort of an old-fashioned religion. We confine our campaigns to local matters, but we aim to keep on socking", explained Chaplin.

The socking technique, after the fashion designed by John A. Kennedy, publisher, began when Kennedy bought the Journal from Clinton D. McKinnon late in 1947, but it was not until last May that he obtained Chaplin as Managing Editor for the thumping procedure. Previously he had revamped his staff and obtained Paul W. White, former Director of News Broadcasting for Columbia Broadcasting System, as Associate Editor.

Meanwhile, Howard L. Chernoff, General Manager of Kennedy's activities, had begun devoting a good portion of his time to the new acquisition. Chernoff directed the news "blasting" technique which marked Kennedy's radio stations in West Virginia. \* \* \* \*

Kennedy operations are based on the belief that "we must stand out for what we believe to be true", Chernoff explained. They are inspired by the knowledge that continued drive means an eventual break-through, as learned by Kennedy when he lit fires of Congressional investigation while on the Washington beat.

"We had an example just recently, and it made all the tough going worth while" he (Chernoff) advised. The story was that of an attempt to sell advertising to a local merchant, and of his refusal to hear the sales talk. A newspaper was sent him, but he called that off the second day of delivery. Chernoff went to see the merchant personally. He was told there was no chance of any sale of anything.

"I don't like your policies. I don't like the candidates you endorse for election. I don't like your paper," was in substance the merchant's reply to Chernoff's plea for business.

Chernoff told the merchant he was sorry but the paper would continue to say what it believed to be the truth on all matters it judged worthy of the community's attention. The Journal wanted business but it would not change policies or shift attitudes to obtain it.

"Then a few months later came the thing which makes this business "worth while", Chernoff said. "The merchant called, asked that an advertising solicitor be sent to him, and told our representative:

"I still don't like your policies, your candidates, or your paper. But I do admire your guts."

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Sleepy General Saved CBS On Orson Welles Mars Broadcast Scare  
(United Press)

When a Quito, Ecuador, radio station broadcast a Wellesian "Man from Mars" invasion program, it was burned by an angry mob and 15 persons were killed.

The story reminded Harry C. Butcher, a former Naval Aide to General Dwight Eisenhower, that there might have been trouble in the United States because of Orson Welles' broadcast if it hadn't been for a sleepy Major General.

Butcher, who wrote "My Three Years With Eisenhower" and now owns Radio Station K-I-S-T in Santa Barbara, was a Vice-President of the Columbia Broadcasting System when Welles made his broadcast.

Frank McNinch, who was then the Chairman of the Federal Communications Commission, said his group would investigate the broadcast and hold hearings on the renewal of CBS licenses.

Butcher immediately ordered transcriptions of the broadcast and invited President Roosevelt's press secretary, Steve Early, and Military Aide General P. T. "Pa" Watson to hear the show.

After a big dinner, the group settled to listen to the program. Right in the middle of the most exciting part, Butcher said they suddenly heard loud snores.

It turned out to be sleepy Major General Watson.

When word reached the President and McNinch that the supposedly frightful show had put Watson to sleep, it was laughed off by the Government chiefs and forgotten.

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UHF To Be Added, Not VHF Taken Away  
"Television Digest")

Whatever the public prints may report, whatever any public or private individual may opine personally, this can be stated unequivocally to those of you worried about loose talk from Washington:

There's no plan afoot to take away any of TV's present 12 channels.

In as straightforward language as any ex-broadcaster-newspaperman could possibly employ, FCC Chairman Wayne Coy told NBC affiliates in Chicago Tuesday: "I see no reason to expect, unless there is a major catastrophe, that Channel 4 or any other vhf channel is not going to be available for a hell of a long time. . . Don't get alarmed. There's no present proposal to change them, in spite of all you hear."

Reference was plainly to misapprehensions growing out of FCC's question-answer letter to Senator Johnson last week, and the confusing news reports resulting therefrom. Even the usually careful AP scared lots of prospective TV set buyers, got many manufacturing-televasting folks in a dither, with Washington dispatch by an obviously uninformed reporter stating: "The Government's radio officials would like to put TV signals into higher frequency bands - too high for present sets...in the uhf band. It is now limited to 12 vhf bands which the Commission termed inadequate. The move, it said, would make present sets obsolete..."

FCC of course is planning to add uhf to provide more channels for service to more areas, requiring added circuits to receive such new stations when they're built - a year or more hence. But this is really what it said about the present 12 channels, with no dissents

(Continued on bottom of page 16)



TRADE NOTES

Printed copies are now available of the much discussed address Dr. Edwin H. Armstrong, Professor of Electrical Engineering of Columbia University, made at the Radio Club of America. Dr. Armstrong's remarks are incorporated in Volume 25, No. 3, of the Club Proceedings for 1948. The Radio Club address is 11 West 42nd Street, New York City.

Farnsworth Television and Radio Corporation - Nine months ended on Jan. 31 (subject to audit): Consolidated net loss \$3,479,148, compared with net income of \$230,441 or 14 cents a share of capital stock in the nine months ended Jan. 31, 1948.

Edward "Bill" Reiche, Eastern Editor of Popular Mechanics Magazine for the past three years, has joined the staff of the Department of Information, Radio Corporation of America.

Following his graduation from the University of Pennsylvania in 1932, Mr. Reiche was a member of the reportorial staffs of the Brooklyn Times Union and Brooklyn Eagle. Later he was Manager of the Central Publicity Division of the Westinghouse Electric Corporation in Pittsburgh.

January sales of radio receiving tubes, in a seasonal decline, were 5.7 million under those in December and 2.4 million under January, 1948, the Radio Manufacturers' Association reported. Tube sales in January totalled 13,508,906 compared with 19,270,164 in December and 16,004,927 in January a year ago.

The National Broadcasting Company is maintaining approximately a four-to-one lead over its nearest competitor in the number of station hours sold for network television commercial programs, according to Harry C. Kopf, NBC Administrative Vice President in Charge of Sales.

Effective April 1, 1949, the basic rate for Station WCBS-TV, Columbia Broadcasting System television outlet in New York City, will become \$1,500 per nighttime hour.

CBS advertisers using WCBS-TV prior to April 1 will be protected at the old rate on all periods used without interruption until October 1 of this year.

Officers and members of the crew of Argentine cruiser Almirante Brown, which has been making a goodwill visit to New York, are taking upwards of 600 radios back to Argentina. American radio sets and cameras proved the most popular of their purchases.

A high-frequency radio network employing the latest equipment developed by the Radio Corporation of America has been set up by 60 patrol cars of the Police Department in Caracas, Venezuela.

In addition to two 250-Watt transmitters at central police headquarters, the network comprises six 60-watt fixed stations at other points in and around the city that are operated by remote control from police headquarters.



The Federal Court last week approved sale of obsolete parts owned by the Majestic Radio and Television Corporation which is undergoing reorganization. Bids were made in the court of Federal Judge Philip L. Sullivan on the parts having an original value of \$600,500. C. H. Hyman, a radio jobber of Brooklyn, N. Y., bought the lot for \$102,000. Company trustees, John E. Dwyer and Donald J. Walsh, are to present a plan of reorganization to the court on April 1st.

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Awards for outstanding foreign correspondence in 1948 of the Overseas Press Club of America in New York last week were presented to Harold Callender of The New York Times; Henry Cassidy, National Broadcasting Company; James Reston, The New York Times; Jack Birns, Life Magazine; Elmer Davis, American Broadcasting Company, and Homer Bigart, The New York Herald Tribune.

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Friends in the Capital have received word that Kurt G. Sell, former Washington correspondent for the German news agency, DNB, and the German Broadcasting Company, died on February 17 in Lisbon, Portugal, of a heart attack. Mr. Sell was a correspondent in Washington for many years before the war. In recent years, he had taught English classes in Lisbon.

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Among the Annual Advertising Awards in New York City last week for radio were:

Four Bronze Medal Awards: Commercials: Metropolitan Life Insurance Co., Agency; Young & Rubicam, Inc.

Programs: Single Program, Kraft Foods Co.; Agency: Needha, Louis & Brorby, Inc.

Series of Programs: Johnson & Johnson; Agency: Young & Rubicam, Inc.; Ohio Bell Telephone Co., Agency: McCann-Erickson, Inc.

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Four new appointments have been made in the RCA Tube Department, filling vacancies created by promotions.

W. L. Rothenberger, formerly Manager of Renewal Sales, has been appointed Assistant General Sales Manager. William H. Painter has been appointed Manager of the Merchandise Division. Formerly Manager of the Cathode-Ray Tube Products Section of the Lancaster, Pa. plant, he will now be responsible for merchandise planning and coordination for all Tube Department products.

H. F. Bersche, formerly Manager of the Renewal Field Force, succeeds Mr. Rothenberger as Manager of Renewal Sales Section; and M. J. Carroll has been appointed Manager of the Equipment Sales Section

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(Continuation of "UHF To Be Added, Not VHF Taken Away" from page 14)

on this wording: "Television sets presently being purchased will not be rendered entirely obsolete by developments unless the Commission deletes the present 12 channels entirely...No proposal has been made to the Commission nor is there any notice pending to delete any of the present 12 channels...Thus, on the basis of present distribution of receivers, most of the owners of TV sets could get a great deal of usefulness from their sets even if uhf channels are added."

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