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TV ROW SPLITS INDUSTRY, AROUSES CONGRESS, DAZES PRESS, PUBLIC

With a Congressional investigation of the Federal Communications Commission looming as a result of the report that many of the television sets manufactured to date will suffer obsolescence if the Commission moves television into higher bands, the industry itself is still seething, the newspapers are divided and the buying public is badly confused.

Denying that the fears of obsolescence are such highly placed officials in the industry as J. R. Poppele, President of the Television Broadcasters' Association, Max Balcom, President of the Radio Manufacturers' Association, Dr. Allen B. DuMont, President of DuMont Laboratories, David B. Smith, Vice-President of Philco and others.

Charging that obsolescence will surely follow in most present day television sets if the change is made, and opposing the above group single-handed is E. F. McDonald, Jr., President of the Zenith Radio Corporation of Chicago. Commander McDonald maintains that in anticipation of just such a situation as this, Zenith sets and Zenith only, are equipped with a built-in tuner which will also receive the proposed high frequency channels. Furthermore Gene McDonald, through a series of full page advertisements in the newspapers in cities now having television, has stirred up a hornet's nest by advising the public regarding what he believes the television situation to be.

"Competitors wired newspapers that publication of Commander McDonald's advertisements would be detrimental to the entire television industry", Ted Leitzell, of Zenith said. "They did not comment on whether it was detrimental to the public to buy sets without warning that they might soon become obsolete."

Some newspapers as a result of the competitors' telegrams refused to carry the Zenith ads. Also competitors are reported to have complained to the Federal Trade Commission regarding McDonald's exclusive tuner claims.

In the Middle of the television fight is Senator Edward C. Johnson, (D), of Colorado, Chairman of the Committee on Interstate Commerce, which has to do with radio in the Senate, who is bearing down on Wayne Coy, Chairman of the Federal Communications Commission trying to get at the facts in the matter.

The latest heard from Senator Johnson at this writing is a letter he addressed to Robert G. Kramer, President of the Remington Radio Corporation at White Plaines, N. Y., manufacturers of television sets. Mr. Kramer protested against a proposed law which would require manufacturers to warn purchasers that television sets may soon become obsolete.

Mr. Kramer write that statements and rumors from Washington "concerning television wave lengths had thrown the entire television industry into confusion." "If television-set buyers were to be warned concerning obsolescence, so should buyers of all manufactured products", Mr. Kramer declared.

"You speak"; Senator Johnson replied, "of a 'present conceived plan' to use the so-called low channels in large metropolitan areas and to supplement this coverage with the high channels for rural areas. While I have heard rumors of this so-called plan, I am constrained to observe that they are not any more than rumors and that the Federal Communications Commission has issued no decision nor made any rules embodying such a plan or decision to carry it into execution. Therefore, your comment on this point is purely hypothetical, and no one planning to invest several hundred dollars in a television set has any right to make plans on such a contingency.

"We do know that the present VHF (very high frequency) will not permit the establishment of a nation-wide television service. We also know that the UHF (ultra high frequency) channels eventually must be opened up to commercial television operation in order to afford such a nation-wide television service. Whether or not the present VHF channels are retained for television service it is a fact that when and if the UHF channels are opened additional television transmitting station allocations will be made in those frequencies.

"Neither you nor I know today whether such additional allocations in the UHF band will be made in cities which already have been assigned stations in the VHF band. However, it is logical to assume that those cities which today are limited in the number of allocations for television stations because of the limited number of channels available will have assigned to them additional television stations in the UHF band. When that takes place television set owners in those cities obviously are not going to be able to receive the transmissions of the new stations."

The McDonald full page advertisements were captioned: "Expected changes in Wavelength Will Not Obsolete Zenith Television." the first one which appeared on or about Sunday, March 7th, was refused by 11 out of 41 newspapers, and the second, March 14th, by 15 out of 52 papers.

The Chicago Tribune, Chicago Herald-American and Chicago Sun-Times turned down the first ad after receiving warning from Zenith competitors but all three ran the second ad. On the other hand, the Milwaukee Journal refused both the first and second, and the Philadelphia Inquirer which ran the first, did not print the second. The Milwaukee Journal, which operates a television station in turning down the ad, ran a two column news story saying there was no danger of obsolescence of television sets sold in Milwaukee. Other cities in which the ad did not appear were Cleveland, Minneapolis and St. Paul.

The New York Times, the New York Herald-Tribune, the New York News and the Washington Post were among those heading the procession in running both Zenith advertisements.

J. R. Poppele, President of the Television Broadcasters' Association, who had been quoted previously by the Los Angeles Times as saying, "the television set you buy will not be obsolete tomorrow or even 10 years from now" went even farther on a CBS broadcast from the Chicago Television Council, explaining that converters would make reception of UHF stations possible on present VHF sets, and con-

cluded with the assertion:

"I am firmly convinced that the present commercial VHF band will be with us for years and years--possibly forever. There should be no fear that the VHF band with its immense investment in transmitters and receivers will be rescinded."

Mr. Balcom, of RMA, also broadcasting over CBS from Chicago, was quoted as saying on "The People's Platform" program: "We think that television sets today are good and if you wait for the ultimate you will never get one. Our recommendation is that you buy one now as we see nothing which will appear in the near future to make your set obsolete."

Speaking at a technical session of the Institute of Radio Engineers in New York last week, Dr. Thomas T. Goldsmith, Jr., DuMont researcher, explained that his concern for one could "effect such changes in such periods, but that the whole wave-band transition would likely take years." He emphasized that there would be no obsolescence of existing television receivers in the interim because adapters would be available to attach to existing sets to tune in the new signals.

The new waves proposed by the FCC to relieve congestion on the present ones and gain additional ether space for video's expansion are between 475 and 890 megacycles, far above the tuning range of most of the present receivers.

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FUGITIVE WANTED TELEVISION PICTURES PLEASE J. EDGAR HOOVER

J. Edgar Hoover, Director of the Federal Bureau of Investigation, known to be slow about endorsing anything, wrote Bryson Rash regarding the latter's series of television programs, showing photographs and giving descriptions of wanted criminals:

"I very much enjoyed the television program, featuring fugitives wanted by the FBI, presented last night over Station WMAL-TV. You are, indeed, to be commended on the manner in which the broadcast was handled.

"Programs of this nature render a valuable public service. They focus attention of the enemies of society and assist law enforcement agencies in enforcing the laws of our country."

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ACTION DEFERRED ON WASHINGTON, D.C. DAYLIGHT TIME

House of Representatives' action on Daylight Saving time for Washington, D. C., was deferred Monday. Members said the bill will probably come up March 28th.

The Senate has approved a bill to let Washington have Daylight Saving time every Summer.

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NEW STANDARD FREQUENCY BROADCASTS FROM HAWAII

A new experimental radio station on the island of Maui, Territory of Hawaii, is now broadcasting continuous time and frequency standards under the call letters WWVH on 5, 10, and 15 megacycles. Station WWVH, operated by the National Bureau of Standards, provides the Pacific area with four useful technical services: Standard radio frequencies, time announcements, standard time intervals, and standard musical pitch. Omnidirectional antennas radiate approximately 400 watts of power on each carrier frequency.

The broadcast services of WWVH are essentially the same as those of station WWV, operated by the Bureau at Beltsville, Md., which transmits on frequencies of 2.5, 5, 10, 15, 20, 25, 30, and 35 Mc. It is expected that station WWVH may be usefully received at many locations not served by station WWV, and that simultaneous reception of WWV and WWVH in some localities will not interfere with ordinary use of the standard frequencies and time signals.

Reception reports and experimental data on the operation of WWVH will further the study of proposals for increasing the service area of standard-frequency broadcasts. An international group sponsored by the International Telecommunications Union is now actively considering this problem. The ultimate aim is to provide continuous world-wide coverage by means of several suitably located stations, all operating on the same frequencies. This must be achieved without mutual interference or degradation of the widely used services from WWV and without limiting the usefulness of the standards by setting up a complicated schedule of operation for the various stations.

Details of the WWV technical radio broadcast services are described in Letter Circular LC886, available upon request to the National Bureau of Standards, Washington 25, D. C.

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STREET RAILWAY TO USE EMERGENCY "HANDIE-TALKIES"

The Capital Transit Co., operating street cars and buses of Washington, D. C., will soon outfit three of its inspectors with "Handi-Talkie" two-way radios. The new radios will enable the inspectors to proceed on foot where cars and trucks ordinarily cannot go and will be of particular help in directing transit operations during peak rush hours. The operator of the unit can keep in constant two-way contact with mobile units at ranges from 3 to 5 miles and with the base station at ranges from 10 to 15 miles.

If the experimental units are successful, additional units will be obtained, officials said. At present the communication system consists of 39 cars and emergency trucks equipped with two-way radio.

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WOULD GUARD AGAINST IMMOBILIZING 540 KC

Pointing out the danger of "immobilizing" the frequency 540 kilocycles, preventing its use by broadcast services, to which it has been allocated, the National Association of Broadcasters has filed suggestions to the Federal Communications Commission's preparatory frequency proposals for the Fourth Inter-American Radio Conference.

In a statement filed with the FCC by Don Petty, NAB General Counsel, the Association called attention to the fact that the Atlantic City Radio Regulations allocated the band from 535 to 1605 kilocycles exclusively to broadcasting in Region 2.

The NAB pointed out that "540 kc is a channel subject to negotiations at the forthcoming conference to consider a renewal of the basic tenets in the North American Regional Broadcasting Agreement.

"If the United States' delegation to the Fourth Inter-American Radio Conference (FIAR) were to carry out negotiations respecting this frequency, it would thereby prejudge the status of 540 kc as a broadcasting channel", the NAB statement added.

"It is not the responsibility of FIAR to allocate, assign or classify the 540 kc channel. It is, however, the duty of FIAR to clear this channel of other services, leaving the appropriate disposition of 540 kc to the forthcoming NARBA."

Mr. Petty's statement told the Commission that the NAB could see nothing in the Atlantic City regulations singling out broadcasting "as a service which must protect the other services in the neighborhood of 540 kc."

The reference was to a provision of the regulations that stations of a service shall use frequencies so separated from the limits of a band allocated as not to cause harmful interference to the services adjoining.

"Broadcasting, at least domestically, is an extremely well engineered and closely regulated service," the NAB said, "but here no proof is evident that the services adjacent to the lower frequency edge of the band are either well-engineered or regulated in any manner."

Referring to the FCC proposal that the entire band, 385-550 kc be considered as a unit, in considering the band 415-535 kc., the NAB said:

"On this point the NAB would remind the Commission that 540 kc is exclusively a broadcast frequency and it should be the broadcasters' prerogative to have a voice in its allocations."

The current statement also urged that portable mobile frequencies be kept free from domestic and international interference, recalling NAB's past efforts to point out to the FCC the interference

already encountered on such bands used for remote pick-ups, "which has discouraged the broadcasters' use of channels allocated to them for remote pick-up services."

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NBC HONORED FOR OUTSTANDING PUBLIC SERVICE RECORD

For its "outstanding record in the past year in the field of public service programs" and "efforts toward the building of a better-informed public opinion in support of the United Nations", the National Broadcasting Company was honored by the American Association for the United Nations at the Fourth Annual all-day conference on the U.N. in New York last Saturday.

Niles Trammell, President of NBC, accepted the award on behalf of the network from Clark M. Eichelberger, Director of the A.A.U.N. Mr. Trammell said:

"Our network considers it a distinct honor to have the American Association for the United Nations so cite us. It has been a source of real satisfaction to NBC to work with you in making the fullest use of radio in furthering the cause of the United Nations and in helping to inform the public about its operations."

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KOBAK TO SPEAK AT FM CLINIC APRIL 1

Edgar Kobak, President of the Mutual Broadcasting System, will be one of the luncheon speakers at the FM Sales Clinic in New York on April 1st. His topic will be "FM - Why Not?"

Linnea Nelson, chief time buyer for J. Walter Thompson, will talk on "FM from the Agency Point of View".

In releasing the final agenda on "What's What in FM", William E. Ware, President of the FM Association, said:

"By reason of the present state of confusion in the broadcast world as to the relative position of FM, AM, and TV, and the probable future of each medium, it seems advisable to have a brass tacks meeting which will be presented for the primary purpose of bringing people in the agency and advertising fields abreast of current status and development in FM."

The meeting will also include a display of the latest table model FM sets now being manufactured in great volume, the FMA said.

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WAGA-TV, ATLANTA, OPENS QUIETLY, QUICKLY BEGINS SAWING WOOD

Side-stepping the usual fireworks and ballyhoo, WAGA-TV, Fort Industry's television station in Atlanta, opened last week and lost no time getting down to business.

The dedication program under the direction of G. B. Storer, Jr. Manager of the station and son of the President of Fort Industry, was in the form of a "Communications Pageant" tracing the history of communications of all types climaxed by the present day achievement television in the form of WAGA-TV.

Live participants in this show were personnel from WAGA, AM and FM, Columbia's Atlanta mouthpiece, also owned and operated by Fort Industry. Bill McKain, Program Director of WAGA, AM-FM, was the voice on this portion of the show.

WAGA-TV will sign on each evening at 7 o'clock and will be on air 21 hours per week, seven days per week, broadcasting on Channel 5. Test patterns will run 28 hours per week. In addition to CBS-TV affiliation, station has a tieup with DuMont.

Claude H. Frazier is Commercial Manager of the new station, and Arch Ragan is Promotion Manager. James Loren is Production Director, Ernest L. Elsner, Film Director, and Paul Cram is Chief Engineer.

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"TELEVISION TODAY", CBS 35-MINUTE FILM, TELLS STORY OF TV

"Television Today", a 35-minute documentary-presentation film in which television uses its own sight-and-sound tools to tell the comprehensive story of its present status and significance in the nation's life, has just been completed by the Columbia Broadcasting System.

The film was shown publicly yesterday for the first time to an audience of newspaper and magazine writers. It soon will be available in three versions, on 16mm and 35mm film, to interested business organizations and advertising agencies, 60 schools, colleges and the general public.

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HOUSE SUBCOMMITTEE RECOMMENDS PAY RAISE OF FCC TO \$16,000

The executive pay raise bill which would give the Federal Communications Commission, among others, an increase from \$10,000 to \$16,000, was approved unanimously by the Murray Subcommittee of the House Civil Service Committee on Tuesday.

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MICHIGAN RADIO "HAMS" ON THE ALERT FOR TNT SETS

Radio "ham" operators were kept on the alert for potentially dangerous war surplus sets this week despite the easing of official worries over the situation.

State police said two of three types of such radios sold around Michigan were found in some cases to contain enough TNT to "blow a man's head off".

These were identified as types BC-647A and BC-966A, says an Associated Press dispatch from Lansing, Michigan.

State Police Commissioner Donald S. Leonard said most of Michigan's supply of these sets were sold in the Detroit area. Also relieving was information from the War Assets Administration that such sets can be exploded only with a battery. WAA officials said most of dangerous sets were sold without batteries.

The WAA also told Leonard that only 775 of these two types had been sold and they all went to a radio supply company in Chicago.

The charges were hidden in the radios to prevent the sets from falling intact into enemy hands. The sets were bought mainly by amateur radio operators for a fraction of their original cost of about \$1,000 each. One "ham" in Detroit touched off a widespread investigation by finding a charge concealed in a small tube and sealed in his set.

In Washington, the War Assets Administration and the armed services began an investigation to determine how many potentially dangerous sets may have reached private hands.

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TALLULAH ON HER EAR OVER COMMERCIAL; SUES FOR \$1,000,000

Actress Tallulah Bankhead brought a one-million dollar suite in New York Tuesday because her first name was used without authorization in a singing commercial about a tube of shampoo.

One particularly offensive line of the jingle, the suit said, advised customers to take "Tallulah the tube . . . home and squeeze me."

Miss Bankhead, daughter of the late Speaker of the House of Representatives, contended the name "Tallulah" was always connected with her, according to the U.P.

The suit said she had been "distressed and humiliated" by being personified as a tube of Prell shampoo, and particularly disliked phrases about squeezing and "getting a hold" of her.

The suit named as defendants CBS, NBC, the advertising firm of Benton & Bowles, and Proctor and Gamble, soap manufacturers.

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PASTORS PROTEST RADIO BAN FOLLOWING HENRY WALLACE SPEECH

The Norwalk Ministerial Association protested last Monday the suspension of religious radio broadcasts from the First Methodist Church of South Norwalk where Henry A Wallace delivered on Sunday an unannounced talk over a local station.

The broadcast, heard over Station WNLK, drew criticism from clergy and laymen.

After a three-and-a-half-hour meeting attended by Protestant clergymen in Norwalk, Darien, New Canaan and Wilton, the Rev. L. Reinald Lundeen, pastor of the First Congregational Church of South Norwalk, issued a statement that said that Mr. Wallace's appearance in South Norwalk pulpit, according to the New York Times, had been "in keeping not only with the rights of free men but in keeping also with the time-honored practice of lay preaching in the Methodist and other Protestant churches."

The church's future broadcasts over the station were canceled when Dr. Benjamin L. Ginzburg, president of WNLK, charged the Rev. Charles Wesley Lee, pastor of the First Methodist Church, and Mr. Wallace with having "smuggled" a political speech into a period devoted by the station to religious devotion.

In their statement the ministers declared that the station had been unjustly criticized for the broadcast and pointed out that the church "took full responsibility" for what went on the air in the time assigned to it by the association.

"While this particular incident might not have occurred nor have been similarly handled in any other of our several churches, it does represent a courageous action in behalf of free speech and worship," the statement said. Mr. Lee, who previously had said he had not informed the association of Mr. Wallace's scheduled appearance because he did not wish to put its members "on the spot", attended the meeting Monday.

Expressing his gratitude for the backing of the association, Mr. Lee declared after the closed meeting that he hoped the incident would lead to "a clarity of issues, a deeper respect for the essentials of freedom in civil rights and religious worship."

Dr. Ginzburg said of the association's action:

"The question of free speech does not enter into the case at all and I told the Ministerial Association just that. The broadcasts of church services were not organized as a forum for freedom of speech or of the pulpit. The station had an hour a week to give to religious services and we gave that hour through the Norwalk Ministerial Association to various churches in rotation in order to give listeners an opportunity to tune in reverently on the services of other faiths."

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"TELEVISION BOON TO COON"

In Washington, D. C., where the newspapers are falling all over themselves in an effort to build up Negro circulation for advertising supremacy, the above heading on a press release from WTOP, a station recently acquired by the Washington Post, amazed at least one radio editor. His amazement was quickly dispelled, however, by the rest of the release, which read:

"Television is reaching right down to the grass roots.

"Here's a story WTOP's Claude Mahoney told recently on his "Once Over Lightly" show.

"I have found something that television has done to one man that nothing else has ever done.

"I was talking television with Mr. Ralston at Ralston's Market, near Fairfax, Va., and he admitted to me that television had changed his life.

"Mr. Mahoney', he said, 'I've coon-hunted all my life. But I haven't been coon huntin' since Christmas - when I got my television set.'

"I think that's the final mark in changing the personal life of anybody. When you take away a coon-hunter from his dogs and his nightly hikes through the brush under the big moon - then you have something. And television has taken Mr. Ralston away from coon-hunting.

"Of course, however, television is undoubtedly a boon to the coon."

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BRITISH MAKE PURCHASE OF 100,000TH TV SET BIG EVENT

A British farmer, S. J. Flux, was the recent purchaser of the 100,000th British television license. In honor of this event, a token of the rapidly growing number of British television viewers, the British Broadcasting Corporation invited Mr. Flux to appear before the television cameras where he was introduced to W. J. Delaney of London, who showed viewers the "low-definition" television receiver built by himself in 1938.

In the same program British television viewers saw artists who contributed to the early BBC programs in 1932 and 1933 in the heavily-exaggerated make-up of the time, and they saw Leslie Mitchell, the first television announcer, repeating his original announcement at the formal opening of the present BBC high-definition service in 1936. Sir Noel Ashbridge, BBC Director of Technical Services, was in the studio, and the original Baird apparatus, which was lent by the Science Museum of London, was described by Douglas Birkenshaw, BBC Television Superintendent Engineer, who was in charge of technical matters in the early days.

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NAB RECOMMENDS COLLECTIVE BARGAINING OBLIGATIONS EXTENSION

Declaring that "the obligation to bargain collectively in good faith is a mutual obligation", the National Association of Broadcasters has recommended 11 amendments to H.R. 2032, now the subject of hearings before the Special Labor-Management Relations Act Subcommittee of the House Committee on Education and Labor.

A statement by Don Petty, NAB General Counsel, asked extension of collective bargaining obligations, broadening of secondary boycott prohibitions to cover expressly services such as radio broadcasting, and the allowing of injunctions against secondary boycotts, which might ruin broadcasting without compensation.

"If it is necessary to make it an unfair practice for employers 'not to bargain collectively and in good faith', it is equally essential that labor organizations be charged with the same parallel responsibility", he said.

Mr. Petty's statement told the Committee that "abusive practices by either a handful of labor leaders or a small minority of employers should not be used as an argument against the enacting of adequate laws in this field."

The statement also proposed that the provisions of the 1947 Labor-Management Relations Act, permitting an employer to file a petition when confronted by a single request for recognition, be included in new labor legislation.

Mr. Petty proposed that, although H.R. 2032 was intended to apply its secondary boycott provisions to such services as radio broadcasting, the word "services" be inserted to avoid doubt of the legislative intent.

His statement advocated the addition of provisions against "featherbedding", pointing out that "few will disagree with the proposition that an employer should not be compelled to pay for services which are not required, or to pay exactions for services not performed."

The NAB statement requested that the term "supervisor" should be clarified in the bill, and that it should be amended to provide that no employer be obligated to bargain collectively with a labor organization "seeking to represent a unit of supervisory employees or a unit which contains supervisory employees if said labor organization admits to membership non-supervisory employees."

Other suggested amendments covered: prohibition of coercion of employees by labor organizations, and of mass picketing as a form of coercion; equal freedom of speech for employers and unions; union shops as the maximum form of protection under the statute; suggested re-definition of the term, "labor organization"; and the separation of legislative, judicial and executive powers exercised by administrative agencies.

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SEEBACH GOES BACK TO OLD PROGRAM JOB AT WOR

Julius F. Seebach, Jr., has been appointed Vice-President of WOR in charge of program operations, a post he formerly held. For the last two years Mr. Seebach has been Administrative Secretary of the Metropolitan Opera Association.

Mr. Seebach also will return to WOR as member of the Board of Directors. He was on the Board for several years until he resigned in December, 1946, to assume his duties with the Metropolitan.

"In his new post, Mr. Seebach will have full charge of television and radio program operations at WOR", Theodore C. Streibert, President of WOR, said. The station owns television station WOIC, Washington, D. C., and WOR-TV, New York, scheduled to go on the air on channel 9 this Summer.

Mr. Seebach's appointment to the WOR post has no relation to the recent resignation of Phillips Carlin as Program Director of the Mutual Broadcasting System, Mr. Streibert pointed out.

"Mutual's Program Department will continue to operate completely independently just as it did under Mr. Carlin", Mr. Streibert said.

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ONE MINUTE WLW-TV DRAWS 615 REPLIES

A mail-pull record for WLW-TV has been established by a single one-minute spot on the station's "Kitchen Klub" video show, officials of the Crosley station announced last week.

The single spot drew 615 replies from viewers. Offer of a Mary Lee Taylor recipe book, integrated into the baking of a cherry cream pie, resulted in the unusually heavy response. The spot, sponsored by the Pet Milk Company was a Washington's Birthday feature of "Kitchen Klub".

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RADIO SET PRODUCTION PICKS UP IN BIZONAL GERMANY

Output of radio receivers (including crystal sets) in Bizonal Germany during the first 10 months of 1948 totaled 275,961 sets. The number produced in October was 54,243, compared with 15,492 in October of the preceding year.

Production of receiver and amplifier valves (tubes) totaled 2,262,461 units in the 10-month period. Of these, 401,000 were produced in October 1948, compared with 130,381 in the corresponding month of 1947.

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::: SCISSORS AND PASTE :::
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Poems That Won Ezra Pound The \$1,000 Prize
(Andrew Tully in "Washington News")

Take a look at some of his stuff and you'll see why the Bollingen Foundation had to give that big poetry prize to Ezra Pound, even if he is locked up in St. Elizabeth's in Washington and under indictment for treasonable broadcasts.

Who else could they give the thousand bucks to when the guy writes strictly genius stuff like this:

"Pisa in the 23rd year of the effort in sight of the tower
And Till was hung yesterday
For murder and rape with trimmings, plus Cholakis
Plus mythology, thought he was Zeus ram or another one
Hey Snag, wot's in the bibl'?"

Pound calls his book the "Pisan Cantos" and it's all about J. Adams, Ugolino, criminals, Byzantium, Ben and la Clara, an R. C. chaplain, Zagreus and some glass-eye Wymmes. Since you can't possibly be as smart or as poetic as Pound is in only one language, he's mixed in some German, Greek, Latin, French and Chinese.

One of the most interesting parts of the book is the one about Ben and la Clara. It seems that -

"The enormous tragedy of the dream in the peasant's
bent shoulders
Thus Ben and la Clara a Milano by the heels of Minalo
That maggots shd. eat the dead bullock."

"Le Paradis", according to Pound, "n'est pas artificiel, but spezzato, apparently."

That's a good one.

Pound also comes up with a little-known quote from J. Adams. It goes like this:

"Is downright iniquity, said J. Adams at 35 instead of 21.65
Doubtless conditioned by what his father heard in Byzantium
Doubtless conditioned by the spawn of gt. Meyer Anselm
That old H. had heard from the ass-eared militarist in
Byzantium."

A little further along, Pound tells how the glass-eye Wymmes "were treading water and addressing the carpenters from the sea waves because of an unpinned section of taff-rail." Then he applies the clincher: "We are not so ignorant as you think in the Navy."

That fooling around with Chinese characters is not only ornamental - it's helpful, too. Most people wouldn't know what "Zagreus", written twice, meant, but Pound makes everything clear by putting a couple of Chinese letters on each side. You almost don't need that line, "bringest to focus", in the middle, altho it's nice.

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Radio Logs, Out of Newspaper For Year, Back With Ad Tieup
("Editor and Publisher")

After a year's absence, radio logs again are being printed in the Bellingham (Wash.) Herald - but not for free.

Publication of local listings was resumed March 1 under a cooperative plan between the two Bellingham radio stations, 14 local business firms and the Herald. The innovation was worked out and inaugurated just one year to the day after the Herald discontinued free publication of the logs of four major radio chains.

Under the new arrangement, the four networks' programs will be published each day for one year.

"Each daily program", the Herald said, "will be sponsored by the advertisers appearing immediately below the radio log."

Charles L. Sefrit, business manager of the Herald, revealed that signed contracts had been made with all advertisers at \$2.80 per column inch for 10 inches of space, to be used as indicated immediately below the radio log listing. This rate is double the national rate and also double the local open rate.

The largest station, KVOS, signed a contract to sponsor the listings one day a week. The Herald agrees to sponsor one day a week. The other local radio station, KPUB, has a contract to sponsor 26 days. The local power and light company is on a 26-day basis, and the other sponsors are on 13-day contracts.

For the time being, the Herald is carrying the radio listings for the NBC and CBS networks. Outside stations will be asked to join in the cooperative plan.

The decision a year ago to eliminate the four Seattle radio station logs, then being published without charge, was made after considering both the circulation value of the program and the economic effect on the company's business.

In 1947, the radio logs for the four Seattle stations occupied in excess of 36 full pages of space in the Herald. The Herald took the view that radio, which paid nothing for this so-called news service - whereas in reality only a fractional percentage of the copy carried in the logs was actual news covering the events of the day - was unfairly enjoying a free ride as a direct competitor with the newspaper for the advertising dollar.

Mr. Sefrit said the elimination of free radio logs for a year was a major contributing factor in working out the paid advertising plan.

"Contrary to general opinion", he said, "we lost very little circulation from the omission of free programs. It caused less friction than we have experienced many times in the past in changing features."

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TRADE NOTES

A short-circuited television set caused the \$200,000 fire that swept the Town Hall Shopping Center last Sunday in Berwyn, Md, a suburb of Washington, D.C., according to Richard S. Houchens, Chief of the College Park Fire Department, after an investigation with Chief James W. Just of the University of Maryland Fire Extension Service.

The Radio Receptor Company has leased the four-story factory building at 88-90 Ninth Street, corner of Wythe Avenue, Brooklyn, from the Rosenwach Realty Corporation. The property, containing 50,000 square feet of space, was taken for ten years at a rental of about \$350,000.

The way Clinton B. DeSoto handled the publicity for 1949 National Convention of the Institute of Radio Engineers in New York should make other associations sit up and take notice. Mr. DeSoto (not known personally to this writer) covered the convention so thoroughly in press releases that it was hardly necessary for an editor to leave his desk to cover the convention completely.

The first copy of the Music Publishers' Association Bulletin has just come from the press. The Bulletin presents articles on different phases of music publishing and music dealer activity.

A. Walter Kramer is Chairman of the Public Relations Committee and the address is 140 East 54th Street, New York 22, N. Y.

Problems of the religious radio broadcast will be discussed at a three-day radio broadcasters convention which opened yesterday (Tuesday, March 15) at 9 A.M. at the Washington Missionary College, Takoma Park, Md. Clergymen from States east of the Mississippi will attend the meetings, which are sponsored by the Seventh Day Adventist radio department.

A Boston department store rents television sets at \$1 a day; minimum of 15 days; if set is kept 90 days, payments can apply toward purchase, the Editor & Publisher notes.

The British Summer Time comes into force in Great Britain on Sunday, April 3. As in past years, putting forward British clocks by one hour demands adjustments in the timings of certain programs in the British Broadcasting Corporation's General Overseas Service. News broadcasts are not affected.

Vincent DePaul Goubeau has been elected Vice President in charge of the Materials Department of the RCA Victor Division, Radio Corporation of America. Mr. Goubeau joined RCA Victor as Director of Materials in October, 1945. He had previously served for three years as a civilian in the Navy Department. Before World War II, Mr. Goubeau was associated for 20 years with the United Fruit Co.

Television sets in the Los Angeles area totaled 101,952, according to figures released by the Southern California Radio and Electrical Appliance Dealers' Association, as of February 28th. One set to each 13 families in Los Angeles is the association's estimate.

The 10-inch screen is the most popular, the report says, with 74,994 sets of that size. There are 12,462 twelve-inch sets and 10,459 seven-inch screens. Remainder are 15 and three-inchers.

RCA Communications has received information from the Chinese Ministry of Communications at Shanghai that, effective immediately, radiotelegraph service will be resumed via Shanghai for the following points in Northern China: Tientsin, Tangshanhop, Tangku, Tsinghai and Chinwangtao.

According to this information, a censorship is being imposed on all messages. Code and cipher messages, as well as reply-paid service, are still suspended. All messages must be prepaid, the report said, noting that these restrictions also are being imposed on traffic for Peiping. It was further reported that, due to unsettled conditions in China, messages for Northern China points, which are beyond RCA terminals, will be accepted only at the sender's risk.

Three sun spots, whirlpools in the turbulent mass of hot luminous gasses of which the sun is composed, were clearly seen by the naked eye in London in February when a fog dimmed the sun like an opaque glass. Two of them were south of the sun's equator and one north. The largest was about fifty times the area of the cross-section of the earth.

"In recent months sun spots have been causing trouble in short-wave broadcasting, and many radio listeners have reported difficulty in receiving broadcasting, and many radio listeners have reported difficulty in receiving stations on the short-wave bands", says the British Broadcasting Corporation. "Radio scientists now know a great deal about the effects of sun spots on short-wave reception. They can predict about the effects of sun spots on shortwave with reasonable accuracy what the behaviour of the ionosphere is likely to be during the day or night at any season of the year, and to deduce from their predictions the wave-band likely to give the best possible reception at any particular place at any specified time.

"If listeners, too, understood more about the short-waves, they would enjoy better listening on those bands. The BBC, aware of this, is doing all it can to help.* * * BBC engineers are always glad to give individual help and guidance, and listeners' reports on reception and comments on the programs are valued."

Hooper February "Pacific Coast Program Ratings" show that the evening sets in use rating of 38.6 is down 0.5 from last month's report and up 2.5 from a year ago.

A "Life's Darkest Moment" shows the teacher asking: "Willie Brown what is the highest mountain in the world?" and Willie replying: "What will you give me if I answer it? We gotta ice-box now."

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