



# HEINL NEWS SERVICE

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June 8, 1949

## IS FALL TV UNFREEZE ANOTHER STALL? DID RMA WAKE UP FCC?

When Wayne Coy, Chairman of the Federal Communications Commission, was guest speaker at the Television Broadcasters' Association luncheon in New York City last December, he got a big hand by telling those present that when the current "freeze" on new TV station grants had been imposed in October, he had expressed the hope the ban would not last longer than six months. That, according to Coy's figuring, would have been until last April.

"From where I look now", Chairman Coy said last December to the TBA, "it appears that this estimate will not be too far off."

Only about seven months "off" if the "late Fall" promise of the FCC carries any weight. However, listen to this assertion made last week by William E. Ware, President of the FM Association:

"It is more likely that additional TV channels will not become available until after the first of the year and probably not until March. So far as cornering the advertising dollar, the full impact of TV's threat to AM will not be felt until 1951."

Mr. Ware caused further comment by declaring that widespread inroads being made by FM and TV on the Nation's radio audience have doomed AM-only stations to a slow but certain death.

"And with TV presently mired down by allocation problems and lack of available channels", Mr. Ware asserted, "FM is the only expandable product remaining on the radio market for the next year or so."

With regard to the sudden sweeping announcement by the Communications Commission, after its long silence, of the opening of the ultra-highs, the unfreeze and the permission for the use of the frequencies for experimentation in 6 megacycle color, one who has been following the situation closely commented:

"It is quite interesting to note that within a week after the Radio Manufacturers' Association at its annual convention decided that it would be best for the industry and the public to open the ultra highs and have the unfreeze come simultaneously that the Federal Communications Commission acted.

"Could that be coincidence?

"It is rumored, however, that while the RMA felt that experimentation should be permitted in color in the 6 megacycle band, certain members of the Association now feel that too much stress has been laid on the color phase of the FCC's latest move, as it may give the public the impression that color is here today. This is not the case as much experimentation must be done in this field before it becomes a practical commercial project."

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"PUT PRESS WIRELESS OUT OF BUSINESS? LUDICROUS!" - A.C. & R.

Banging back at the charge made by Press Wireless to the Federal Communications Commission that there was a concerted effort on the part of RCA Communications, Inc., and the American Cable and Radio Companies to put Press Wireless out of business, a petition by A.C. & R. just filed with FCC by its attorney, James A. Kennedy, states:

"The AC&R Companies deny that they are engaged in any effort, concerted with any other carrier or in any other respect, to put Press Wireless, Inc. out of business. The assertion of any such charge by Press Wireless is ludicrous on its face. Considering all of the circumstances surrounding the several reductions in press and other communications rates that were made in 1944 and 1945, in the days when the several American carriers were endeavoring to restore or establish overseas communications circuits as the war drew to an end, one would certainly have to be very naive to believe or even assume that either the AC&R Companies or RCA Communications, Inc. were engaged in an effort, concerted or otherwise, to put Press Wireless out of business. Press Wireless apparently has overlooked or prefers not to mention its experience in 1944 dealing with rates to France and the fixing of the 4 cent rate in its authorization to communicate with France. So far as press rates are concerned, Press Wireless generally applied rates lower than the press rates of other carriers, and one of the exhibits in this proceeding sets forth several various tables of rates as

"\*\*\* an eloquent demonstration of the effect on press rates of the allocation of frequencies for exclusive press use in the hands of a carrier controlled and operated by press interests."

"In advertising itself as a carrier devoted to the press, Press Wireless noted that its temporary licenses to handle Government and commercial traffic over a few isolated circuits would be cancelled at the end of the war. In its Proposed Findings and Conclusions in FCC Docket 6545 (limited commercial authorization) Press Wireless requested that the authority sought 'shall continue for such period of time as the restriction (growing out of the 'one-carrier' policy) continues, and not thereafter.' It is submitted that Press Wireless engages in a breach of faith with the Commission by continuing to urge at this time that it should regularly handle non-press traffic (specifically, in this case "Government" traffic)."

A Federal Communications Commission ruling that would deny to Press Wireless the right to handle any further Government traffic was stayed last week until July 1, pending decision on whether Press Wireless will be given another hearing.

William J. McCambridge, President of Press Wireless, said the large carriers which are unrestricted, "could subsidize press rates until Press Wireless was driven out of the field and then those rates could be increased according to the whims of the remaining carriers."



Editor & Publisher, newspaper trade publication, commented:

"Press Wireless, established by newspapers as a specialized communications service for the press, is confronted with a decision of the Federal Communications Commission that may spell its doom.

"For seven years Press Wireless has been handling Government traffic, as well as press messages, under authorization of FCC. This government business has been of tremendous help to the carrier, especially in the years since the war when its volume of press traffic from overseas fell off sharply.

"Now FCC has decided to deny Press Wireless the privilege of accepting any further government traffic confining its operations exclusively to the press.

"The effect of this decision is to throw Press Wireless into a losing economic battle with the large general cable and wireless carriers such as Mackay and RCA. With Press Wireless confined to one type of operation and no supporting revenue from extra services, the other agencies which are permitted to carry all types of messages can force Press Wireless out of business in a rate-cutting war. They can afford to carry press traffic at a deficit making it up with revenue from their other services. They have already started to do this. Press Wireless cannot fight back under those conditions.

"If newspapers - not only those interested in Press Wireless through stock ownership, but all those who send and receive international press messages - want a carrier service dedicated to their interests, they had better lend some support to Press Wireless in this fight."

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#### NEW ARMY SECRETARY, GORDON GRAY, NORTH CAROLINA BROADCASTER

The recently appointed Secretary of the Army, Gordon Gray, 40 years old, is President of the Piedmont Publishing Company, which owns Station WSJS at Winston-Salem, N. C. WSJS was established in 1930, is affiliated with NBC, and operates on a frequency of 600 kc with 5,000 watts power.

Mr. Gray also owns the Winston-Salem Journal and the Twin City Sentinel. The thing most widely publicized about him was that he was a buck private only seven years ago. Heir to tobacco millions, he was born in Baltimore. He attended Woodberry Forest School, Va., and went to Yale Law School following the University of North Carolina.

After a few years practicing law in the New York and Winston-Salem, N. C., Mr. Gray bought the newspapers and radio station. He was elected a State Senator in North Carolina in 1939.

In May, 1942, he gave up his Senate seat and publisher's post to enlist in the Army. A year later, he went through Officer Candidate School and was commissioned a Second Lieutenant. He served overseas as a junior officer at Gen. Omar Bradley's Twelfth Army Group Headquarters.

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## PUBLIC CAN BUY TV RECEIVERS WITH CONFIDENCE, RMA ASSURES

The Radio Manufacturers' Association, representing most manufacturers of the radio and television industry, this week issued the following statement in an attempt to clarify the present and future situation with regard to television:

1. The Federal Communications Commission has stated that the twelve television channels now being used for black and white television broadcasting will remain intact. Television receivers which have been produced and sold and which will continue to be produced and sold can be purchased in complete confidence that they will continue to give satisfactory service to the purchaser.

2. The industry concurs with the Federal Communications Commission that the existing twelve television channels are not sufficient for a complete nationwide service and with the Commission's proposal that television broadcasting service be expanded by the addition of channels in the ultra high frequency area.

3. When new television channels are allocated present receivers can be adapted to receive broadcasts from the new channels in addition to the present channels through the use of a simple and inexpensive converter, where necessary or desired.

4. There has been much discussion of color television. The industry has been and still is engaged in research on the various proposed systems of color television which are still in the laboratory stage. When and if one of these systems is accepted by the FCC and the industry as standard, it must be thoroughly field tested and proven under practical broadcasting conditions. The industry is in accord with the policy expressed by the Federal Communications Commission that any future color system must be capable of being received on present sets with only minor modifications.

5. The industry wishes to emphasize that a television receiver purchased today will continue to receive television broadcasts and provide fine entertainment, for the life of the set.

It was said that the Zenith Radio Corporation which has been at odds with other television manufacturers over its claims for an UHF tuning device in present Zenith receivers concurred in the above RMA reassurance statement.

Furthermore, Zenith officials were outspoken in warning that the hospital TV demonstration in color by the Columbia Broadcasting System in Philadelphia was in no sense a demonstration of a broadcast service ready for the public despite the fact that Zenith receiving equipment was used.

Prior to the Philadelphia medical demonstration, E. F. McDonald, Jr., Zenith Radio Corp. President, wrote C. Mahlon Kline, President of Smith, Kline & French Labs., asking the company to make clear "that this does not mean the coming of color television for the public; that this is not being broadcast but is being carried direct from the transmitters to the receivers by telephone wires."

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## A FCC BEST SELLER REACHES 3RD EDITION; AUTHOR UNKNOWN

Although now being reprinted for the third time "An ABC of the FCC" and is one of the best sellers of the Federal Communications Commission - or as a matter of fact of the Government Printing Office - its author is too modest to sign his name or even his initials.

Our guess is that the latter are G.O.G., which would reveal that the author is the one and only George O. Gillingham, the FCC's popular and efficient public relations man. If so, George is running true to form for it was he who put the National Press Club's publication "The Goldfish Bowl" on the map, thereby making himself the best known unknown editor in the United States.

The FCC's "ABC" brochure is in question and answer form with the following as typical:

"What are the major activities of the FCC?

"Allocating frequencies for all licensed radio stations; licensing and regulating radio services and radio operators; regulating common carriers engaged in interstate and foreign communication by wire, cable, or radio; promoting safety through the use of radio on land, water, and in the air; encouraging more effective and widespread use of radio; and, as in the recent war, utilizing its regulatory powers over wire and radio communications to aid the military effort."

"What is a radio "frequency"?

"This is, in effect, the particular 'channel' or portion of the spectrum in which a transmission is assigned. The radio spectrum might be compared to a vertical ruler with its fractional divisions representing 'bands' occupied by transmissions of the different radio services. Just as autos must keep within the white lines on a land highway, so must radio transmissions obey traffic controls to keep from 'colliding' with one another in the ether lanes."

"How many radio stations has this country?

"Nearly 150,000 in some 40 categories. This includes over 4,000 authorized broadcast, 60,000 non-broadcast, and 80,000 amateur stations, not counting over 200,000 mobile units associated with various services."

"How are radio station call letters assigned?

"International agreement provides for the national identification of a station by the first letter or first two letters of its assigned call signal, and for this purpose apportions the alphabet among the several nations. For all United States stations, except mobile stations of the Army, the Commission is authorized by the Communications Act to assign call signals. The Commission presently

uses the initial letters A, K, N, and W. \* \* \* Broadcast stations are assigned call signals beginning with K or W. Generally speaking, call letters beginning with K are assigned to broadcast stations west of the Mississippi River and in the territories and possessions, while W is assigned to broadcast stations east of the Mississippi."

"What qualifications must broadcast applicants possess?

"The Communications Act sets up certain basic requirements. In general, applicants must be legally, technically, and financially qualified, and show that operation of the proposed station will be in the public interest."

"Can the FCC censor radio programs?

"No. The Communications Act states: 'Nothing in this Act shall be understood or construed to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communications.'"

"How many broadcast receiving sets are there?

"Nearly 75,000,000, according to a late 1948 estimate."

An attractive thing about "An ABC of the FCC" is that it fits into a #10 envelope and the price is right - 10 cents each. Copies may be purchased from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

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SYLVANIA TO COME OUT WITH TELEVISION SETS OCT. 1

A full line of television sets manufactured by Sylvania Electric Products, Inc., will be placed on the market next Fall, it was announced by Don G. Mitchell, President.

Mr. Mitchell said the sets are expected to be available by October 1. The initial television line, he added, will include 10 and 12-1/2 inch table models, consolettes and console combinations with a three-speed record changer and an FM-AM radio in addition to a 16-inch consolette.

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SENATE ENDORSES \$3,656,100 "VOICE OF AMERICA" CUT

The Senate yesterday (June 7) approved a \$3,656,100 cut in "Voice of America" funds in spite of protests that it was false economy. The amendment to strike out the reduction ordered by the Senate Appropriations Committee was defeated on a roll call vote of 45 to 33.

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## FORT INDUSTRY TOP BRASS FOREGATHER AT MIAMI

Fort Industry picked a nice spot for a three day business session of its stations - Miami Beach. However, it was only natural the Company should do that because WGBS, carrying the initials of Fort Industry's president, Commander George B. Storer, is located at the resort as is its latest acquisition, The Florida Sun, Miami Beach newspaper.

Presiding over the meeting was Commander Storer but one observer at first glance at a picture of the group thought it might have been Mayor O'Dwyer so much did Stanton P. Kettler, Director of WGBS, seem to resemble New York City's popular executive. Friends have also seen a resemblance in photographs of Mayor O'Dwyer to Dr. John Oliver LaGorce, Vice-President of the National Geographic Society, of Washington, D. C., one of the founders of Miami Beach.

Attending the Fort Industry Miami sessions were: John D. Montgomery, publisher of The Florida Sun, Miami Beach newspaper; J. Harold Ryan, Senior Vice President and Treasurer of Fort Industry; Commander Storer; Lee B. Wailes, Vice President in charge of Fort Industry operations, and Allen Haid, Managing Director, WMMN, Fairmont, W. Va.; William E. Rine, Managing Director, WWVA, Wheeling, W. Va.; Glenn G. Boundy, Fort Industry Chief Engineer; Mr. Kettler, Managing Director, WGBS, Miami; J. Robert Kerns, Managing Director, WLOK, Lima, Ohio; E. Y. Flanigan, Managing Director, WSPD WSPD-TV, Toledo; Richard E. Jones, Managing Director, WJBK WJBK-TV, Detroit; James E. Bailey, Managing Director, WAGA WAGA-TV Atlanta; H. A. Steensen, Assistant Treasurer and Comptroller, and John B. Poole, General Counsel.

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## TEN-DAY COURT ORDER BARS REMOVAL OF MARYLAND TV AERIAL

A Maryland television set owner this week was granted a court order that restrains his landlords from taking down his aerial for the next 10 days.

The restraining order was signed in District Court in Washington, D. C., by Judge Matthew F. McGuire after John T. Bonner, Washington attorney, had said loss of his television would cause him "extreme embarrassment and humiliation".

The 10-day period will give both sides time to prepare arguments for a hearing on Bonner's request for a permanent injunction against his landlords. Bonner lives at 4204 Kaywood Drive, Mount Rainier, Maryland, a suburb of Washington.

Mr. Bonner, whose suit was filed by Attorney T. Emmett McKenzie, claims that Albert J. Knott, agent for the owners, gave him permission last March to erect a television aerial on the roof of the building. On May 28, Bonner says, Knott informed him he must remove the aerial by June 28 or the apartment house management would do so.

"Due to the type of television he bought", declares the suit, "it will be impossible for the plaintiff to operate the set if he takes the aerial down."

The suit also claims removal of the aerial would be "willful destruction of private property."

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#### GLETT, FORMER SELZNICK CHIEF, MOVES TO DON LEE VIDEO

Announcement of the appointment of Charles L. Glett as its Vice President in Charge of Television, a newly created post, was made by Lewis Allen Weiss, Chairman of the Board, of the Mutual Don Lee network, owner and operator of KTSL, pioneer Hollywood TV station.

Formerly Managing Director of the Motion Picture Center studios and former vice president in charge of David O. Selznick production and studio operations, Mr. Glett is widely known in the industry as an able executive familiar with all phases of the Cine Art from financing through Production and Distribution. Most recent pictures with which he has been associated include Stanley Kramer's "Champion" and "Home of the Brave". His last assignment for Selznick was "Duel in the Sun".

At the time he went into the Armed Forces with the rank of Major in the Signal Corps, he was Vice President of the Myron Selznick Agency, which organization represented and managed top stars, directors, producers and writers in the motion picture business. Upon Myron Selznick's death, Mr. Glett was elected President of the company by the Executors, with leave of absence while in the service.

Preceding that association he was Vice President and General Manager of General Service (United Artists) in charge of production and studio operations.

In the latter part of 1939 he joined with Director William Dieterle as his Associate Producer. He was responsible for the formation of William Dieterle Productions and negotiated for and secured one of the first distribution subordination agreements as well as the bank and secondary financing. Mr. Dieterle and he produced on the RKO lot and released through the same organization. Their first picture qualified for a run at the Radio City Music Hall in New York and received two Academy Awards for Acting and Music.

Before joining Dieterle, he was, for nearly eight years in the Western Electric System first as Production Manager of ERPI's motion picture subsidiary (Audio) and later as Vice President in charge of production. In 1937 when Western Electric took over the former Paramount Studios in Astoria (Eastern Service Studios) he was placed in charge as Vice President of studio operations. He remained an officer in the System until he resigned in the Fall of 1939. This was prompted not only by a desire to resume residence on the West Coast once again, but because of the policy of AT&T to dispense with its motion picture subsidiaries except the recording units.

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RADIO EDITORIALISTS SHARPEN PENCILS; PALEY'S HAT IN RING

Despite a newspaper observation as to whether or not the broadcasting industry may not have opened a Pandora's box by inviting the Government to take further action in the matter of radio editorials, William S. Paley, Chairman of the Board of the Columbia Broadcasting System, quickly responded:

"Within the past year, Columbia has publicly and repeatedly advocated the right of broadcasters to editorialize in their own name over their own radio facilities. With the recognition by the FCC of this right of broadcasters, Columbia intends, from time to time, to broadcast radio editorials in its name."

The newspaper which made the Pandora's comparison was the New York Times, saying editorially:

"The decision of the Federal Communications Commission to relax its ban against radio stations editorializing in their own name raises perhaps more questions than it answers. As suggested in a statement by Commissioner Edward M. Webster, the Commission's new policy is likely to leave the broadcaster 'in a state of quandary' on this important aspect of freedom of speech on the air.

\* \* \* \* \*

"The question arises whether the radio industry has not paid a high price for its new-found freedom to editorialize. The modification of the Mayflower decision in effect gives a government agency the power to decide whether a radio station is conducting its editorial policy on an impartial basis and, if it disapproves, to exercise the extreme penalty of putting the station out of business. With the Commission constantly undergoing a turnover in personnel, that hardly seems conducive to maximum freedom of expression.

"Similarly, it is difficult to see how the FCC, if it is to be consistent, can limit its concern for balance in editorial opinion merely to one station at a time. The whole Mayflower case revolved around radio giving editorial support to a political candidate. If there are to be 'Republican', 'Democratic' and 'Independent' stations, would not the political beliefs of the applicant for a new station be pertinent to maintaining an impartial radio system in a given community?

"Before it cheers the FCC decision too loudly, the broadcasting industry might ponder whether it has not opened a Pandora's box by inviting the Government to take further action in the matter of editorial opinion.

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PEARSON SAYS MAYBE FRIENDS HURT FORRESTAL MORE THAN CRITICS

Drew Pearson, commentator and columnist, in a statement last week said his libel suit against Westbrook Pegler, King Features Syndicate columnist, would disclose the factors in the late James V. Forrestal's life that made him unhappy.

"Unfortunately", said Mr. Pearson, "it was not criticism by the press and radio which caused Jim Forrestal to conclude that his life was no longer worth living. There were other factors. . . The evidence will be fairly conclusive as to what they were."

The Bell Syndicate distributed a statement by Mr. Pearson answering "some of the unfair allegations made against him by Westbrook Pegler".

"Mr. Pegler has been answered by me in the only language he understands - a libel suit", began Mr. Pearson's statement. He served notice of a suit for \$250,000 against Mr. Pegler and King Features Syndicate last week.

Mr. Pearson contended that Mr. Forrestal had "a relatively good press and radio" and he defended their right to criticize public officials.

"If we are to withhold criticism of a man because of possible illness or danger to his life", he said, "then congressional investigations, a free press and radio, and our entire system of government by checks and balances becomes difficult. . . "

Mr. Pegler's charges, according to Mr. Pearson, were "aimed to make his readers believe that my criticism of the late James Forrestal largely contributed to his death."

"In the end", Mr. Pearson added, "it may be found that Mr. Forrestal's friends had more to do with his death than his critics."

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CHICAGO TRIBUNE TO GIVE AWAY 1,000 TV SETS

In a contest to build home daily delivery circulation, the Chicago Tribune will give away 1,000 television sets, valued at \$500,000 for use by organizations or social groups whose members turn in orders for six months' subscriptions.

The Tribune will pay \$50 toward installation.

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## TV SERVICE MEN LICENSING DEFEATED IN ILLINOIS

The Radio Manufacturers' Association and the Television Installation Service Association of Chicago, cooperated in defeating a bill in the Illinois Legislature proposing to license and regulate television installation and service. Introduced by State Representative John G. Ryan, it died in committee.

The bill proposed licensing of all TV service technicians by the Illinois Department of Registration after examination of servicemen or their graduation from certified schools of instruction, and was opposed by manufacturers, as a deterrent on television sales, as well as servicemen.

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## ELECTRONIC ENGINEERS SOUGHT AS COAST GUARD OFFICERS

The United States Coast Guard is seeking immediately, a limited number of Electronic Engineers for commissioning in its officer corps.

Increased activity in electronic communications and the need for specialists among its officers were given as the reason for this special announcement. Emphasis was placed upon the need for men who can take over the planning for and installation and operation of modern electronic equipment and electronic systems. Graduate engineers under 31 years of age are desired.

The prime objective of the Coast Guard in this program is the selection of career officers. Original commissions will be in the Coast Guard Reserve with consideration for a permanent commission at the end of a two-year active duty period.

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## FEDERAL RADIO GETS BACK NATIONALIZED HUNGARIAN PLANTS

The International Telephone and Telegraph Company has succeeded in making an agreement with the Hungarian Government under which its three Hungarian factories, two of which already had been nationalized, will be restored to the company for operation.

The agreement, says the New York Times, which is subject to approval by the Hungarian Supreme Economic Council and the company's directors, is on its face the best that any Western firm has succeeded in obtaining in Hungary since the Communists took over.

The three factories in Hungary are valued at \$12,500,000. The two nationalized factories were technically subsidiaries of another company located in Hungary so under the Hungarian nationalization law could have been taken over without compensation. They have been placed by the Government's decision on a footing with the company's wholly owned subsidiary, which strengthens their right to compensation. What the company is to receive for operating the factories still is to be settled.

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NEW TV CUTS SEEN DISTRESS SELLING

List price reductions on television receivers "from here on in" will be distress selling rather than "bona fide price cuts", S. W. Gross, President, Tele-Tone Radio Corporation, declared Monday in New York. He made this statement at a conference called to introduce a new lower-priced television receiver by the company.

The new receiver, a ten-inch picture tube table model in a plastic cabinet, will list for \$179.95. Mr. Gross claims the set is priced \$20 below the nearest comparable name-brand set. The unit gives a sixty-two-square-inch picture and has three rectifiers and seventeen tubes in addition to the picture tube.

Downward price adjustments already have been made by manufacturers whose profit picture in television receivers "contained a little water" when their sets were introduced, Mr. Gross was quoted as saying in the New York Times. There are still some producers with merchandise which is out of line pricewise, he added.

"As the market slows down, these manufacturers may throw some sets on the market at substantially reduced prices", Mr. Gross said.

Turning to reluctance of consumers to purchase television receivers now because of a recent Federal Communications Commission statement indicating that ultra-high frequency channels may be allocated to broadcasters in the Fall, Mr. Gross pointed out that no tube producer has yet succeeded in perfecting a picture tube to receive ultra-high frequency images.

He reported that his organization questioned picture tube suppliers on the matter "no more than two or three weeks ago" and was told that no tube adequate for UHF reception has been developed. A spokesman of the Radio Corporation of America, one of the largest picture tube suppliers, said no UHF tube is ready yet.

In addition to lack of a picture tube to receive ultra-high frequency broadcasts, transmission is still in the experimental stage, Mr. Gross pointed out.

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INDIANAPOLIS SPEEDWAY RACES TELEVISED FOR FIRST TIME

For the first time in history, the Memorial Day Race at the Indianapolis Speedway, May 30th, were televised.

Harry M. Bitner, Jr., WFBM and WFBM-TV General Manager, expressed complete satisfaction with the first day's operation of the new television transmitters.

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::: SCISSORS AND PASTE :::  
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Bob Hope Never Stopped Talking  
(Bill Burnett in "Washington Post")

Bob Hope shot an 18-hole round of conversation that kept a huge portion of the National Celebrities Golf Tournament gallery in stitches in Washington last Saturday.

Robert Leslie, of the toboggan nose and fast quip, never stopped talking. From the moment he arrived at the first tee and announced that he "came to Washington every year to be near my money", he kept up a running fire of words.

He talked into every available microphone. He talked to himself, his worshipful followers, the golf ball, his partners, the trees and sky.

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Use Of Music In Films For TV  
Arthur A. Engel in "Hollywood Reporter")

Crucial for television, indeed, is next week's American Federation of Musicians' convention in San Francisco. It's very likely that a resolution will be introduced from the floor permitting the use of music in films for TV. On the opposition side will be eastern musicians who will hold out for "live" music obviously to create more jobs. Cheering for the latter are the agencies who want to control package shows and the networks, interested in controlling their affiliates. Although Hollywood's contingent is in the minority, it may show up surprisingly well in the drag-down scrap sure to ensue after the ruling is proposed.

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Sam Rosenbaum Denies Petrillo's Royalty Fund Is "Feed-Bag"  
("Variety")

Unqualified approval of the way the American Federation of Musicians administered royalty funds on disks has been made by Samuel R. Rosenbaum, who claims the AFM "operated the fund as a public service, not as a feed-bag." Rosenbaum, Philadelphia attorney, was appointed in December as impartial trustee of the Music Performance Trust Fund, which recording and transcription companies are setting aside as musicians' royalties for independent disbursement by Rosenbaum to meet Taft-Hartley law specifications. Rosenbaum's appointment settled a James C. Petrillo recording ban of over a year's duration.

Rosenbaum says he has had time now to look into the administration of disk royalty funds under AFM setup, before the Taft-Hartley nix and "found it admirable." The system set up for spending the monies was fine, he said; the funds were impartially administrated with no favoritism shown, distributed very evenly by formula over the country. In all likelihood, he said, he'll continue to operate along the lines the AFM took, only difference being that the locals will no longer control the funds.\* \* \* \*

Rosenbaum expects that receipts to the fund for the first full year will be about \$1,250,000, which is a smaller amount than the AFM annually had for welfare disposal. Payments for the last quarter of 1948 are practically all in (the new fund started on disk sales made since October, '48), and gross receipts for that quarter are roughly \$330,000. This is about a 25% drop against the last quarter of '47, explained by the fact that sales of records have dropped that much.

Rosenbaum won't begin his disbursements till end of '49, when the old fund (which the AFM disbursed till the Taft-Hartley law prevented), will be used up. There was about \$4,500,000 collected up till the end of '47. About \$1,600,000 each was disbursed in '47 and '48; \$1,500,000 should be expended in '49 to wind it up. \* \* \*

The AFM, says Rosenbaum, did not use the disk welfare funds under the old setup merely to hand out jobs to members, or to its unemployed, but adopted a plan to use the money exclusively for public service. Quality of product was the first thing emphasized. AFM gave concerts in schools, playgrounds and hospitals. Figures compiled for '47 first year AFM fund was administered, give a full picture how the money went, says Rosenbaum, while pointing out how the AFM leaned to longhair for better public relations.

Under the fund in '47, the AFM gave 2,611 playground performances; 4,700 performances in hospitals (with small units); gave 1,764 military band concerts; appeared in 140 parades; gave 1,394 symphony concerts (with orchs under 60 men), and 143 concerts with symphonies of over 60 men each. Thus, he points out, of about 11,000 performances of every character, over 1,500 were of concert of symphonic type.

Rosenbaum, who is former prez of WFIL, Philly, and former vice-prez of the Philadelphia Orchestra Assn., says he also noted something else of interest in AFM administration of welfare funds. Although most of its members are pop musicians, the AFM looked on longhair as its best public relations medium, a valued means of winning favorable opinion for the Federation. They felt that the thinking element in the country that supports legislation, is interested in serious music. Hence, the AFM, in planning its programs on which it spent the disk welfare funds, leaned to the longhair on the practical grounds it would interest those people whose support, legislatively or otherwise, it sought.

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Realtors Must Guarantee Reception  
("Hollywood Reporter")

Television is knocking some good real estate right smack into the ground around here with TV-conscious property purchasers refusing to buy acreage unless there's guaranteed reception.

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Trade Notes

Lewis W. Shollenberger has been appointed Washington Director of Special Events for the Columbia Broadcasting System.

Mr. Shollenberger has been a reporter for CBS news since 1942, broadcasting under the name of Robert Lewis. He is a native of Kansas City, Mo. Following extensive travels in Europe and South America, he became a United Press staff correspondent in Washington before joining CBS.

WJR, the Goodwill Station, Inc. - March quarter: Net income, \$157,448 or 31 cents a share, against \$161,762, or 31 cents a share, last year.

Facsimile and video are unlikely to hurt the daily newspaper in the future. That was the conclusion reached by members of the Pacific Northwest International Circulation Managers' Association in Spokane, Washington last week.

Circulators agreed these media are still in experimental stage and have made no inroads on daily newspaper circulation.

Wrestling was the favorite program "viewed regularly" of local television fans queried recently in a survey taken by Television Research Associates. Of the 125 programs mentioned to respondents, the following had five percent or better of the lookers, as shown:

Wrestling, 43.5 percent; Hopalong Cassidy, 33.9; Milton Berle, 32.2; motion pictures, 18.8.

WTCN-TV, Minneapolis-St. Paul, becomes an affiliate of the Columbia Broadcasting System's television network effective July 1. This brings the total number of CBS-TV affiliates to 41.

WTAL, Tallahassee, Fla., will become an affiliate of CBS effective August 1.

CBS broadcast stations will then number 184.

Means of doubling available FM frequency channels for mobile radio communications without increasing frequency allocations were demonstrated in tests conducted at Camden last week by the RCA Engineering Products Department, it was disclosed last week. Observers included engineers of the Federal Communications Commission and the U. S. Army Signal Corps.

Subject of the tests was a new mobile communications system, developed by RCA, which is said to be 1000 times more selective than any other receivers announced to date.

Catherine Mastice, the young singer who impersonated Dorothy Kirsten on Milton Berle's television show, said Tuesday she would sue the opera star for \$100,000 for "damaging and defamatory statements".

Miss Kirsten already has announced her intention of suing Milton Berle for the imitation, on the grounds that it damaged her professional reputation.



Police, aviation and radio detection officers, despite an exhaustive hunt, have failed to track down New Zealand's radio ghost voice, which has been disrupting airline traffic by fake messages.

Frederick Jones, Minister in charge of Civil Aviation in Wellington, N. Z., advised Reuters, that a "pirate" radio operator using an unauthorized transmitter had been trying to disrupt air traffic by pretending to be transmitting from the control tower of Paraparamu, Wellington's main airport, or from other airfields.

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Three libel suits in which damages totaling \$3,900,000 were asked, filed during the recent municipal election campaign in Jersey City, have been dropped by mutual consent.

Former Mayor Frank Hague, Eggers and former Deputy Mayor John Malone withdrew their suit against Mayor John V. Kenny, his four fellow-commissioners on the successful "freedom ticket" and for radio damages. The suit stemmed from an address made May 2 by City Commissioner James F. Murray, a candidate, from the radio station.

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The Horace Heidt radio show will switch from NBC to CBS on September 4, it was announced Tuesday in New York.

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E. E. Loucks, Manager of the International Division of Zenith Radio Corporation, has been requested by the U. S. Department of Commerce to act as an adviser on its export advisory panel for radio apparatus.

Loucks' association with Zenith as export manager began in December 1944. Previously, he was employed for sixteen years with the International General Electric Company, Inc., where he was in charge of radio receiver sales.

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Extension of television set production to a third plant of the RCA Victor Division, Radio Corporation of America, was begun this week with the installation of new equipment and conversion of other facilities at the Division's Bloomington, Ind., factory.

To help meet increasing demand for RCA-Victor's television receivers, he disclosed, approximately one-third of the 226,000 sq.ft. of manufacturing space in the modern one-story Bloomington plant will be initially devoted to TV set production. This extension supplements present operations in Camden and Indianapolis.

Production lines are scheduled to begin rolling by August, and are expected to reach full speed by September. The entire operation will be automatic, with conveyors used to facilitate materials handling. Use of special arrangement for adjusting the height of conveyor lines will permit interchangeable production of table model, console, and console instruments.

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Total set sales doubled in three months - that's the forecast of television receiver sales anticipated by early July in Central Ohio when at least 7,500 sets are expected to be in operation. The only Columbus station, WLW-C, went on the air April 3.

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