



HEINL NEWS SERVICE

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INDEX TO ISSUE OF AUGUST 2, 1950

Veteran Broadcaster, Truman Friend, Suggested For FCC Chairman.....	1
Broadcasters Plan D.C. Rally Aug. 7-8.....	2
O'Dwyer Dedicates Empire State Antenna; Calls N.Y. "TV Town".....	3
Pentagon Orders New Center For Communications.....	3
FCC Gives Green Light To Phonevision Tests Oct. 1.....	4
Capehart Renomination Though Unopposed Cost \$91,961.....	5
R. Atlass Not Stampeded By TV, War, Buys Another AM Station.....	6
Washington Post-CBS Take Over \$1,400,000 WOIC TV Station.....	6
Secret General Manager Of RTMA As Geddes Retires.....	7
Public Favors Louder "Voice Of America", Gallup Poll Shows.....	7
Wallace Tag May Beat Taylor, Radio Cowboy Senator.....	8
KC Link With East TV Set For Sept. 30.....	10
Adm. Halsey, All America Cables, Radio, Urges Marine Revival.....	10
Japan Rids Radio, Press Of Communist Employees.....	10
Police Trap, Kill, Murderer Following "Wanted" Broadcast.....	11
Mullen Scoffs At Talk Of TV Being Closed Down.....	11
Swap Of Services By Western Union, A. T. & T. Approved.....	12
Preliminary Injunction In KSFE Case.....	12
Scissors And Paste.....	13
Trade Notes.....	15

August 2, 1950

VETERAN BROADCASTER, TRUMAN FRIEND, SUGGESTED FOR FCC CHAIRMAN

Having been forewarned that Wayne Coy may retire as Chairman of the Federal Communications Commission next year, and having been handed numerous political lemons, the broadcasting industry has a golden opportunity to get behind some good candidate of its own choosing for Chairman, a thing which it has never done before. Not only has the industry meekly taken what the politicians have handed to it but furthermore, radio with a voice so powerful that it could blow any Administrator off the map, has never received any official recognition, such as Cabinet officers, Diplomatic posts, etc. How many can you name who in any way have been connected with the broadcasting or communications industry?

War if it comes changes everything and Wayne Coy may decide to hang onto his job, if he can be reappointed, but if not, it is believed a worthy successor to him might be found in John A. Kennedy, a personal friend of President Truman, a veteran broadcaster and newspaper man, of San Diego, Calif. if Kennedy could be persuaded to take up the burden.

Mr. Kennedy, now 52, a native of St. Paul, Minn., included among his radio interests WCHS, Charleston, West Va., and WSAZ, Inc., Huntington, West Va., of which he became President and General Manager. On December 5, 1949, he sold WCHS, a 5 KW station, to Lewis A. Tierney, one time operator of WBTH, Williamson, West Va., a man with large coal mining interests, for \$650,000. Following this, Kennedy acquired 51% in the San Diego Journal, owned by the McKinnon Publications of which he became President. Mr. Kennedy did not take over Station KSDJ, affiliated with the Journal, although the FCC granted him permission to do so. In May of this year, the Journal was merged with the San Diego Union Tribune, and Mr. Kennedy became editor of the Evening Tribune.

Mr. Kennedy's friendship with President Truman dates back sometime. In the last campaign when so many of Mr. Truman's friends deserted him, Kennedy stood pat and put up a vigorous fight for the President in the Journal. After the election, Kennedy was among those who visited the winning candidate at Key West.

Sometime later, Mr. Kennedy on a visit to the White House proposed the establishment of a National Resources Committee. He urged that the committee determine feasibility of diverting water from the Columbia River to the Southwest in a long-range program. He also suggested a study by such a committee of the use of atomic energy in converting salt water of the ocean into fresh water.

The Journal front-paged Truman's message: "It was a pleasure to see you the other day and receive your suggestions about the water situation in the West. You may rest assured it will receive consideration."

Representative-elect Clinton D. McKinnon, of California, former publisher of the Journal, joined in endorsing the proposal.

In his first editorial in the San Diego Journal, Mr. Kennedy made some interesting observations with regard to the merging of newspapers.

"Among the cities where the only daily newspapers are published by one organization are Kansas City, Minneapolis, Des Moines, Louisville, Oklahoma City and Memphis, to mention just a few," Kennedy wrote.

"Why, in the field of information, must the newspaper alone be so non-competitive? It's because costs of operating a newspaper have kept soaring, and the money to be gained in circulation and advertising simply hasn't been able to follow these costs into the stratosphere.

"Throughout the country today newspapers are almost at their all-time peak in circulation and advertising.

"But the break-even point is so high that in city after city newspapers have been forced into mergers of one sort or another, thus effectively curbing competition.

"The newspaper industry is about the only one I can think of that hasn't benefitted from new production methods to cut costs. And new techniques aren't in prospect for the immediate future.

"The time has come for labor and management in the newspaper industry to put their heads together. Only then can there be maintained an alert press able to keep Americans the best informed people in the world."

Mr. Kennedy also knows his way about the Capital as before he entered the publishing business on his own, he was a star Washington Correspondent, having paved the way by working on the Sioux City Tribune, the Cedar Rapids Republican and the Cedar Rapids Gazette. From 1932-35, he was a member of the staff of the Washington Herald. While there, he conducted several investigations of widespread abuses in various Federal Governmental agencies resulting in conviction of offenders. He was awarded the Pugsley prize of \$1,000 for the most noteworthy work done by a Washington correspondent.

Mr. Kennedy was a private in the Army in World War I and a Captain in the U. S. Naval Reserve in World War II.

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BROADCASTERS PLAN D.C. RALLY AUG. 7-8

National Association of Broadcasters President Justin Miller has called a special meeting of the Board of Directors of NAB to meet in Washington August 7-8. The Board will discuss the White House request that NAB organize the radio industry's support of mobilization and national defense.

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O'DWYER DEDICATES EMPIRE STATE ANTENNA; CALLS N.Y. "TV TOWN"

Mayor O'Dwyer climbed up to a shaky wooden construction platform on top of the Empire State Building to place a 14 carat gold-plated rivet in the first steel beam of a new television tower that will, when completed, add 217 feet to the height of the world's highest building.

"Let's make New York 'T. V. Town'", the Mayor shouted enthusiastically to Grover Whalen, who was at his side.

A brisk 12-mile-an-hour wind from the northwest toyed with the tiny platform, 1,250 feet above the Fifth Avenue sidewalk. The flag of the city and bunting on the tower slapped back at the wind.

After a brief "Foundation Riveting Ceremony", the Mayor, Mr. Whalen, David Sarnoff of the Radio Corporation of America, and Lieut. Gen. Hugh A. Drum, President of Empire State, Inc., peered out over the broad fifty-two-mile radius that the new television tower will service. "Ten per cent of the population of the nation lives within this circle", said a guest with a swing of his arm.

Mr. Sarnoff reported that five local television stations would use the new tower and that this should prove an advantage to television set owners because individual receiving antennae need not be directed toward five separate transmission points. Some of the ghosts that haunt television screens in the city will be exorcised, Mr. Drum predicted.

The new multiple tower will replace two masts that now rise from the top of the building, where earlier plans had it that lighter-than-air craft might some day come to roost.

The tower will be used by WJZ-TV (American Broadcasting Company), WNBT (National Broadcasting Company), WCBS-TV (Columbia Broadcasting System), WABD (Allen B. DuMont Laboratories, Inc.), and WPIX, station of the New York Daily News. Each station has a "turnstile" antennae. Because WPIX broadcasts on the highest frequency of the five, its antennae is the smallest and it will be placed on the tip of the tower to help balance the load.

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PENTAGON ORDERS NEW CENTER FOR COMMUNICATIONS

A communications center, apparently designed to be used as an emergency alternate for the Pentagon's nerve center, is to be built in the area of Camp Ritchie, Md.

A Defense Department announcement last week said:

"Plans are going forward for the establishment of a supplemental communications installation at nearby Camp Ritchie, Md. (near Frederick, Md.). This site is now being used in part by the Maryland National Guard, but may be repossessed by the Federal Government."

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FCC GIVES GREEN LIGHT TO PHONEVISION TESTS OCT. 1

The Federal Communications Commission has approved October 1, 1950, as the starting date for the 90-day limited commercial test of "Phonevision" authorized earlier this year, it was said in Chicago last week by Commander E.F. McDonald, Jr., Zenith Radio Corporation President.

The test will be limited to 300 Chicago families, and will be conducted in cooperation with the Illinois Bell Telephone Company through Zenith's experimental television station KS2XBS, which has been moved to a new location on the roof of the Field Building at 135 South LaSalle Street.

The three hundred test families were chosen by the National Opinion Research Center of the University of Chicago from approximately 51,000 families who applied for the opportunity to see good motion pictures on television receivers in their own homes at a cost of \$1 per movie.

Mr. McDonald said that within the past week the mailing of memorandum agreements to test subscribers had begun, and installation of receivers had been started in some of the test homes. The test sets will be standard television receivers, some Zenith and some other makes, which will also be capable of receiving Phonevision.

During the test it is planned to broadcast a different feature movie each night for ninety days on Channel 2. All television sets within range of the station that are tuned to Channel 2 will receive the picture, but in blurred, jittery, unintelligible form. Only the television receivers equipped for Phonevision which are used in this test will be able to receive a clear picture of the test broadcast.

The families who wish to "go to the theater at home" will call their Phonevision operator and tell her they wish to see the Phonevision broadcast. A decoding signal will then be sent to their homes over telephone wires which will make their reception of Channel 2 as clear as any other telecast. Without this decoding signal their sets will receive the same blurred, jumpy image seen on other television receivers tuned to Channel 2.

Each test family will be charged a fee of \$1 for every feature movie ordered and seen on Phonevision. There will be no other charge to test families in connection with the test, and each family is privileged to see as many or as few movies as it wishes.

Commander McDonald said that Zenith is conducting the test to help determine if Phonevision is in the public interest, and to measure the willingness of American families to pay a reasonable fee to see, on their home television receivers, high quality costly programs that are not otherwise available on television. Consequently, the test families were selected by National Opinion Research Center of the University of Chicago to represent as accurate and typical a cross-section of the test area as possible. Mr. McDonald pointed

out that the original FCC authorization of the test, and this extension of the test period, are not to be construed as indicating that the Commission has or will approve Phonevision as a permanent public commercial service.

Detailed attack on the economics of Phonevision and similar pay-as-you-see home TV systems which would feature top run movie fare was made last Friday (July 28) by Nathan L. Halpern, TV consultant to Theatre Owners of America and other movie interests.

Speaking before the Southern California Theatre Owners' Association at Los Angeles, Mr. Halpern said Phonevision revenue would be only one-fourth to one-sixth the average cost of most current "A" pictures, "a sure one-way ticket to the poorhouse for Hollywood". He said the "plain facts are that Phonevision would bankrupt Hollywood's major film production and its associated talent and skilled crafts" because of limited profit potentials.

Mr. Halpern said that "theatre television presents the most natural and logical television potential for the motion picture industry. Theatre television has a television future for all segments of the motion picture industry."

If the movie industry were to stand still without making technological advances such as theatre TV, it would be hurt by the constant growth of home TV, Mr. Halpern indicated.

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CAPEHART RENOMINATION THOUGH UNOPPOSED COST \$91,961

The Citizens' Committee for Capehart, supporting U. S. Senator Homer E. Capehart of Indiana, who was unopposed for the Republican nomination in Indianapolis, listed \$99,679 in receipts and \$91,961 in expenses. Senator Capehart was renominated for a second term at the Indiana G.O.P. State convention June 30.

Expenditures listed by the Committee included \$35,492 for publicity and advertising; \$26,151 for salaries and wages of office personnel; \$22,608 for other office and miscellaneous purposes, and \$7,700 to the G.O.P. State Committee.

The Capehart Committee listed a \$11,600 item for Stephen C. Noland, former editor of the Indianapolis News, in its publicity expenses. Noland toured England last Winter and later wrote a series of stories describing conditions in Socialist Britain.

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WOR-TV, claims to be delivering video shows to more than 1,500,000 homes in the New York Metropolitan area.

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R. ATLASS NOT STAMPEDED BY TV, WAR, BUYS ANOTHER AM STATION

One person who doesn't seem to be alarmed by the future of radio, Ralph Atlass, of Chicago, who last week bought KIOA, Des Moines, Iowa, from Independent Broadcasting Co., subject to FCC approval.

Mr. Atlass, who is General Manager of WIND, Chicago, consultant to WMCA, New York, and chief owner, Vice President and Treasurer of WLOL, Minneapolis, personally owns 67% of KIOA stock. He declined to disclose the purchase price.

KIOA stockholders with him are the same men who own WLOL - David and Charles Winton of Minneapolis, John Carey, Commercial Manager of WIND, and Arthur F. Harre, General Manager of WJJD, Chicago.

Mr. Atlass said he has no plans to change the station's affiliation (Mutual) at present. He will take active part in management of the station, he said. H. E. Baker is former President of KIOA, which began operations two years ago. Station operates on 940 kc with 10 kw day and 5 kw night.

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WASHINGTON POST-CBS TAKE OVER \$1,400,000 WOIC TV STATION

Television station WOIC in Washington, D. C., started operation last Friday under its new management, WTOP, Inc.

The announcement was made by Philip L. Graham, President of WTOP, Inc., Washington, and publisher of The Washington Post. The purchase of Station WOIC from General Teleradio, Inc., was completed last Friday. General Teleradio, Inc., a subsidiary of R. H. Macy & Co., Inc., of New York, was represented at the transaction by Curt A. Heuser, Treasurer of General Teleradio, Inc., WOR and WOR-TV in New York and of WOIC in Washington.

The Federal Communications Commission approved the sale of WOIC, the purchase price being \$1,400.00.

The Washington Post owns 55% of WTOP, Inc., the Columbia Broadcasting System owns the remaining 45%.

WOIC will continue to operate on Channel 9 and will continue to be the local television outlet of the Columbia Broadcasting System. The transmitting facilities and studios of WOIC are at 40th and Brandywine Streets, N.W. Its business offices will be in the Warner Building, where the CBS offices are located.

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SECRET GENERAL MANAGER OF RTMA AS GEDDES RETIRES

James D. Secrest, who for several years has been Director of Public Relations for the Radio-Television Manufacturers' Association on Tuesday, August 1st, assumed the duties of Secretary and General Manager of RTMA, succeeding Bond Geddes, who is retiring as Executive Vice President after 23 years' service with the Association.

Mr. Geddes will continue to serve RTMA, however, as a consultant under an arrangement with the RTMA Board of Directors effected following his request for retirement.

A long-time newspaper man in Washington, Mr. Secrest was associated with newspapers in Cincinnati and Asheville, N. C., before coming to Washington in 1929. From then until 1941, he was on The Washington Post, during which time he was on the Capitol staff. It was while he was working on the Post that he had his first contact with radio working part time for the Heinl News Service. Early in 1941 he joined the Information Division of the Office of Emergency Management which subsequently became the Office of War Information. He helped organize and directed the OWI domestic field service comprising 60 offices throughout the United States.

Before joining RTMA in March, 1945, Mr. Secrest was in charge of publicity and advertising for the wartime pulpwood production campaign conducted by the War Activities Committee of the Pulpwood Consuming Industries with headquarters in New York City.

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PUBLIC FAVORS LOUDER "VOICE OF AMERICA", GALLUP POLL SHOWS

The move in Congress for a greatly expanded program to tell America's story abroad is getting increasing support from the public.

Before the Korean war began, the vote in favor of the Benton proposal to step up our information program abroad stood at 6-to-4 in a survey by the American Institute of Public Opinion. Today (July 29) it is 7-to-4 in favor.

Among those persons who already know something about the present activities of the Voice of America, the vote for a greatly enlarged effort is substantial - nearly 3-to-1.

The resolution sponsored by Senator William Benton (D), of Connecticut, proposed a network of long wave, medium wave and short wave radio stations capable of reaching every receiver in the world, as part of a vast increase in an American "propaganda of truth".

The reaction of the general public to an expanded information program was tested in a survey in April and again last week.

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WALLACE TAG MAY BEAT TAYLOR, RADIO COWBOY SENATOR

Apparently Glen H. Taylor, of Idaho, running mate of Henry Wallace in 1948, who made his way to the United States Senate as a radio singing cowboy, has a fight on his hands for renomination in the Democratic primaries Tuesday, August 8. Factors in the situation are a change of public feeling towards him as a result of the Wallace venture and because Senator Taylor is opposed by fourteen senatorial candidates.

Not only are both incumbent Senators, Mr. Taylor and Henry C. Dworshak, Republican, seeking renomination, but their places are sought also by Idaho's two present members of the House, Representative Compton L. White, Democrat of the First District, completing his eighth term, and John Sanborn, a Republican two-termer from the Second District. Former Senator D. Worth Clark is also a candidate for Mr. Taylor's seat.

Ex-Senator Clark, with six years of Washington experience behind him, is believed to be giving Taylor a lot of trouble. Clark was a member of the Senate Interstate Commerce Committee and created considerable excitement in bringing James C. Petrillo to a Committee hearing in connection with the broadcast music row. Petrillo apparently resented having to respond and this writer's opinion was one of the causes of Clark's ultimate defeat.

Some criticism has been directed against Mr. Clark because he stayed in Washington to practice law after his defeat by Senator Taylor six years ago and only now is coming back to Idaho with the purpose of seeking office again.

Mr. Clark, member of an old Idaho family and nephew of two former Governors of the State, is campaigning vigorously on the Communist issue. Meanwhile, The Idaho Daily Statesman, a Boise Republican paper which has indicated friendliness toward Mr. Clark, is publishing daily extracts from "The Red Record of Senator Claude Pepper", emphasizing where possible references to Senator Taylor.

One of the series this week contained a reprint of a story from The Daily Worker, New York Communist organ of July 28, 1947, terming Mr. Taylor one of the "heroes" of the Eightieth Congress.

Anti-Taylor strategists say that The Statesman series is only the beginning. They assert that between now and election day, Idaho will be blanketed with attacks on and disclosures about the Senator so well documented that his political career will end on Aug. 8. Their plan is to have him depart from the Senate with his Florida colleague, Mr. Pepper, who was beaten in that State's primary.

Senator Taylor for weeks has seen these attacks coming. Early in June in a radio broadcast he told voters an effort would be made to defeat him with "smear techniques". He said then:

"I don't apologize for running with Mr. Wallace. I think he is a great American and a real patriot if there ever was one. He

He has no more sympathy for the idea of communism in this country than I have, which is none."

Meanwhile he follows campaign tactics similar to those he employed six years ago in Idaho as he covers in a typical week, such as this one, several hundred miles of town and country districts from the Wyoming border west to the Boise area. Next week he starts north toward Canada.

Usually the band appears ahead of him and plays two or three numbers to drum up a crowd, especially when the meeting is not advertised. The Taylor family joins vocally in the program, customarily contributing a number to the tune of "Dear Hearts and Gentle People". This recites that the people of Idaho have been good to the Senator and that he has done his best, and it asks that he be returned for a second term.

The singers are the Senator himself, his wife, Dora, and two of their sons, Arod 15 years old, and Paul John 9, Gregory, 4, goes along but does not take part as a vocalist. The Senator swings into his "off-the-cuff" speech, gearing it to community problems.

Registration in Idaho is not by parties and voters at the primary do not declare their party affiliation. They merely walk into the polling booth, pick up whichever ballot they prefer from the piles at hand, mark the preferred ballot, fold and drop it into the ballot box. Thus, it is not known in advance which party has the advantage in registration and experience has shown that the State is unpredictable.

As one way of insuring the defeat of Senator Taylor at the primary some Democrats, especially supporters of former Senator Clark, have suggested that Republicans in large numbers vote the Democratic ticket at the primary. This has been frowned on by the Republican State Chairman.

"We have no business in the Democratic primary and would resent it if they came into ours", Mr. Hinshaw said. "Taylor has the party split wide open. Why should the Republicans unite the Democratic party by giving them a candidate they can get behind?"

Of Idaho's dozen daily newspapers, none is backing the Senator although his staff credits a couple of those in the Southeast part of the State with giving him a "fair break" in the news columns.

Ezra Hinshaw, a former New York businessman who heads the Republican State Committee, believes a Republican will take the election regardless of who the nominee is.

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KC LINK WITH EAST TV SET FOR SEPT. 30

Network television shows by live cable are due in Kansas City beginning Sept. 30, according to word received recently from NBC and the American Telephone & Telegraph Company, by WDAF-TV, the Kansas City Star video outlet. Along with notice of the completion date for the cable, Dean Fitzer, General Manager of the video station, said that programming may be stepped up to begin as early as 2 P.M. daily. The station currently operates evening hours only, beginning at 6 P.M.

First live show likely will be the Notre Dame-North Carolina football game Sept. 30, according to announcement from the Star. WDAF-TV is taking five games via the DuMont net. The cable also is expected to make available shows from CBS, ABC and DuMont as well as NBC.

The new network link also will bring live shows to Omaha, Davenport and St. Paul. The link between Chicago, Davenport and Omaha will be by microwave relay, while the Kansas City link is a coaxial underground cable from Omaha.

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ADM. HALSEY, ALL AMERICA CABLES, RADIO, URGES MARINE REVIVAL

Fleet Admiral William F. Halsey, Jr., retired, now Chairman of the Board of All America Cables and Radio, Inc., was presented with a membership card and lapel button of the New York Propellor Club last week in the presence of officials of the cable concern and of the Propeller Club.

Admiral Halsey said that, being a Navy man, he had always been interested in commercial shipping and its role in world communications.

"I am glad to be affiliated with this group", he said. "It was my experience in the war that it would have been impossible for the Navy to exist, let alone fight, without the support of shipping. They were always there across the Pacific supply lines with the bullets and the beans. I would like nothing better than to see a solid revival of our merchant marine."

All-America Cables is an associate company in the group headed by International Telephone and Telegraph Corporation.

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JAPAN RIDS RADIO, PRESS OF COMMUNIST EMPLOYEES

Japanese broadcasting stations and newspapers have begun dismissing Communist or fellow-traveller employees. At least 180 newspaper workers were discharged - 139 in Tokyo alone. All major Japanese dailies took part in the apparently well-coordinated dismissals.

Simultaneously the Broadcasting Corporation of Japan (BCJ) refused to let more than 100 employees, all suspected of being Communists, enter its buildings. This action was taken on instructions from Maj. Edgar L. Tidwell, radio officer of the United States Eighth Army. The Armed Forces radio uses the facilities of the Broadcasting Corporation, many of whose employees are in close contact with United States Army radio personnel.

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POLICE TRAP, KILL, MURDERER FOLLOWING "WANTED" BROADCAST

Edward Sadowski, 31, wanted for the murder of Philip Anthony Faranda in Cleveland May 13, 1949, was shot and killed at 11:15 last Wednesday night (July 26) in Cleveland while resisting arrest. Sadowski was captured as the result of an intensive manhunt instigated after the July 21 broadcast of NBC's radio program, "Wanted", of which he was the subject.

After the broadcast, both police telephone wires and those at Station WTAM, NBC's Cleveland affiliate, were flooded with calls from persons who had heard the program and had seen Sadowski's picture in the Cleveland Press. The police spread a dragnet and Capt. David Kerr, Chief of Homicide, put three of his men on the radio station's switchboard.

An anonymous informant phoned Capt. Kerr Wednesday with a tip on Sadowski's whereabouts. Detective Joseph Kocevar and two patrolmen went to the East 74th Street address, where they found Sadowski cowering under a bed. When they ordered him to come out, he opened fire which they returned. Sadowski was killed. The policemen were uninjured.

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MULLEN SCOFFS AT TALK OF TV BEING CLOSED DOWN

TV will become one of the most vital means of communications between people and government should a major war develop, Frank E. Mullen, Board Chairman of Jerry Fairbanks Productions, told members of the Hollywood Authors' Club.

"In the nation's 62 most important cities and areas", he said, "television will be invaluable to demonstrate . . . the thousand and one things the public needs to know in war time."

Scare stories that TV may be a casualty of defense preparations are "completely false", he said, adding that "the demands of government on the creative ability represented by Hollywood writers, artists and producers will be enormous in even a partial war effort. . . . A decided expansion and improvement in television programming can be expected."

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SWAP OF SERVICES BY WESTERN UNION, A.T.& T. APPROVED

A Government Examiner last Friday (July 28) approved a deal whereby the American Telephone & Telegraph Co. would take over Western Union's telegraph business and Western Union would assume A. T. & T.'s public telegraph activities.

The transaction would end competition between the two companies in the telephone and public telegraph business.

Under the proposal, which still must get final FCC approval, A. T. & T. would give Western Union \$2,400,000 in addition to its public telegraph business. The Bell Telephone System, an A.T. & T. subsidiary, would acquire Western Union's phone business in 28 States. Western Union would get the public telegraph business of two A. T.& T. subsidiaries - Pacific Telephone & Telegraph and Bell Telephone of Nevada - in California, Idaho, Nevada, Oregon and Washington.

The transaction would not affect A. T. & T.'s leasing of private wires for telegraph and teletype services.

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PRELIMINARY INJUNCTION IN KSFE CASE

The Federal Communications Commission has received official notification of the preliminary injunction issued on July 17, 1950 by Judge Leon R. Yankwich of the Federal District Court for the Southern District of California in the case of United States of America v. Oscar Dale Shelley, et al. involving operation of standard broadcast station KSFE at Needles, Calif.

Judge Yankwich found that the licensee, Shelley, had illegally transferred control of that station to Floyd Kenyon Reed; that Reed was exercising full control over the station without receiving the prior approval of the Commission, and, therefore, that "The Government of the United States is entitled to an injunction against both defendants prohibiting them from allowing Mr. Reed to operate the station."

Specifically, Judge Yankwich ordered that Shelley be prohibited from having any further KSFE arrangements with Mr. Reed, but opined that Mr. Shelley may continue to operate the station by himself, or may employ somebody to operate the station for him under his direct management or control. However, Judge Yankwich stated that any such employment of a manager of the station would have to be on a straight salary basis rather than a profit sharing basis.

While this injunction is preliminary to court trial of the case on its merits, it is important in that it prevents continued illegal operation of KSFE within the period in which that station's renewal proceeding is pending before the Commission. As previously announced, the Commission on May 31, 1950, designated the renewal application of KSFE for a hearing on issues relating to the apparent illegal transfer of control.

Under Section 9(b) of the Administrative Procedure Act, the licensee is entitled to temporary extension of his license during the period in which the renewal proceeding is pending before the Commission.

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 :::: SCISSORS AND PASTE ::::
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Sees Korea Cutting TV Mfrs. Back About 800,000 Sets
 (Jack Gould in "New York Times")

What will be the effect of the Korean war on television and radio? That question already has produced answers ranging from the almost hysterical to the absurdly optimistic. If the truth be said, no one knows for sure. The needs of the military, which in turn depend on the uncertainties in the world situation, can bring changes at any time.

The one definite point is that the upward spiral of production of television sets, which has gone on almost continuously since the last war, will be curtailed. Based on President Truman's estimate of \$10,000,000,000 added expenditure for military purposes, the best guess is that television set manufacture will be cut back about 20 per cent.

In the first six months of this year a total of approximately 2,000,000 TV sets came off the assembly line and, prior to the Korean emergency, the industry expected to make 4,000,000 in the last six months, or 6,000,000 for the year. Now, it is believed, production for the last six months may be cut back by roughly 800,000 sets, reducing the year's output to 5,200,000.

If the war situation worsens, the cutback will be proportionately greater, all production being discontinued in the event of full war mobilization.

But officials emphasize that the present status of the electronics industry cannot be compared haphazardly to what existed in 1939. The capacity of the industry has increased greatly, first under the impetus of World War II production and then under the impetus of the boom in TV. Even now the industry is turning out military goods at a rate of \$500,000,000 a year while also making video equipment. With the Korean emergency that figure may rise to about \$1,000,000,000.

Where the over-all picture is more cloudy - and probably more gloomy - is on the transmitting end of television. At present all construction of new TV stations has been under "a freeze" imposed almost two years ago by the Federal Communications Commission.

The FCC has both the color matter and the over-all allocations problem under consideration and thus far has shown no signs of not proceeding toward a decision. The consensus last week was that the FCC would keep its eyes on the headlines and be guided accordingly, which very possibly could lead to continuance of the "freeze" indefinitely. * * * "

As an example, one business man, who has an application for a TV station on file, said that it hardly made good sense to start an expensive project that might be stopped at any time.

One effect of the Korean war, however, has been to give radio a new lease on life. Since the start of the emergency news programs have enjoyed vastly increased audiences and to some extent this listenership has been carried over to other programs. News is one commodity which radio always has handled well. By contrast, television has not done a very good job.

Radio's increased audience probably has forestalled what the broadcasters had feared the most: a reduction in night time rates because of the competitive inroads made by television. * * *

Should the military situation dictate all-out mobilization, the broadcasters are the first to acknowledge all bets are off and almost anything may happen. In the last few weeks there have been repeated rumors that the Pentagon's master war plan called for a complete shutdown of all television, presumably on grounds that it might interfere with high-frequency military communications. Washington has not offered, however, any hint of confirmation and indeed the rumors have been scouted in many reliable quarters.

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Holding The Radio Advertising Rate Line
("Broadcasting Magazine")

It is quite obvious that radio broadcasters, not only networks but also station operators, must brace themselves if they hope to avoid caving in beneath the powerful pressures exerted by the Association of National Advertisers to drive down radio rates.

Unless the broadcasters can put up a stiff fight, the day is not far off when rates will collapse below any sensible levels. The decision by the networks to boycott meetings proposed by the ANA only staves off the reckoning. The major battle is yet to be joined.

Now is the time for the broadcasters to store up all the ammunition they can lay their hands on. They will need it to counter the arguments that have been carefully prepared by ANA in support of its campaign to drive radio deeper into the bargain basement.

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Parents At TV See Son On Stretcher In Korea
(United Press)

The Korean war has been brought right into the home of Mr. and Mrs. Clarence Jones of Cushing, Oklahoma.

Watching pictures from Korea on the family television set, Jones suddenly grabbed his wife's arm.

"Isn't that Lowell?" he asked, pointing to a soldier sitting on a stretcher.

Mrs. Jones moved closer to the screen, fearfully.

"Before I could answer", she said later, "the boy on the stretcher was moved right up to the front of the screen. There was no mistake; it was our son Lowell."

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Following Truman Whistle-Stop Format
("Variety")

A new wrinkle in electioneering bowed on television in New Orleans recently over WDSU-TV when Congressman T. Hale Boggs of the Second Louisiana District appeared before the cameras with his wife and three children. In a setting of the living room of a home, Boggs, seeking reelection, said that he believed it "fitting to have children on a political program because most of the grave decisions today will affect their generation more greatly than ours."

Also making brief addresses and singing on the program were Mrs. Boggs, and the children, Barbara, 11; Tommy, 9, and Corinne, 6½.

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: : :
: : : TRADE NOTES : : :
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The Radio Corporation of America and its subsidiaries more than doubled its net income in the first six months of this year, compared with the corresponding period a year ago. The company reported earnings of \$20,961,643 in the six months to June 30. This was equal to \$1.40 a share on the outstanding common stock, and compares with a net of \$10,122,049, or 62 cents a share in the six months to June 30, 1949.

Gross income from all sources was \$248,784,358, compared with \$187,257,987 in the similar period last year, an increase of \$61,526,371.

In the second quarter the corporation cleared \$9,725,412. This was equal, after preferred dividend requirements, to 64 cents a share on the 13,881,016 shares of common stock outstanding, and compares with a net of \$4,189,965, or 25 cents a common share, in the three months to June 30, 1949.

Readers of Washington, D. C. Public Library before Korea were reported showing less interest in books on automobile repairing, machine operation, radio and television than they displayed during and immediately following World War II, but books on merchandise ratings, house planning, gardening and all phases of homemaking continued in popularity.

Tugs of Carroll Towing Company, Inc., are now dispatched throughout New York harbor by radiophone. With its own Raytheon 2-way radio system, Carroll can now issue orders to tugboat captains - and change or supplement them - on a moment's notice.

This is a long step forward from the practice in 1882, when Carroll Towing was founded. Then the best available method of communication consisted of a strong voice and a megaphone. When a job was finished, the tug pulled up opposite the office and orders were shouted through the window.

Sales of radio receiving tubes continued at a record level in June and the first half of 1950, the Radio-Television Manufacturers' Association reported last Friday. June sales totalled 32,480,668 units compared with 29,706,500 in May and 13,923,885 in June of last year. Sales in the first six months of 1950 aggregated 170,375,921 and were more than double the 81,663,213 tubes sold in the corresponding period of 1949.

The stockholders of Zenith Radio Corporation have approved the company's new profit sharing retirement plan, it was announced in Chicago by Hugh Robertson, Zenith's Executive Vice-President.

The plan, which became effective April 30, 1950, is a non-contributory, deferred payment retirement plan which designates that a percentage of the company's profits for each fiscal year be allocated among eligible employees. These employees share proportionately in the crediting of the profit-sharing contribution on the basis of their earnings for the fiscal year and their years of service.

For the fiscal year ended April 30, 1950, Zenith and its participating subsidiaries contributed \$1,254,921 to the plan's trust fund.

The American Research Bureau, of Washington, D. C., audience measurement firm, this week added a new national television service to supply network ratings and audience composition for the entire United States on a monthly basis.

The new service is designed to answer the following two questions basic to all television networks and network advertisers:

1. How many people are watching each network show?
2. What kind of people are they?

In order to secure this information, ARB Director James W. Seiler in the National Press Building, has developed a probability sample of 2,200 TV homes drawn from an area representing all counties in the United States within 150 miles of a television signal. Counties are first sampled by population according to the 1950 census and then samples within the selected points for density of TV set ownership.

For one week each month, beginning October 1, regular ARB viewer diaries will be placed in each of the selected homes. These diaries record all viewing done by all members of the family and any visitors, and indicate the composition of the viewing audience to all programs.

Coincident with the introduction of new 16-, 17- and 19-inch television receivers, the Stromberg-Carlson Company has announced a one-year warranty on all parts and tubes, including picture tubes. Until now, the company has been warranting parts and tubes for only ninety days. The policy will date from the time of installation of the receiver for the original consumer purchaser and will warrant all parts and tubes from becoming inoperative owing to defects in workmanship and material.

It is expected that the dealer will pass along to the consumer the warranty charge the company is making through its distributors - \$5 for the 16- and 17-inch models and \$7.50 for the 19-inch unit - as a separate item in which the excise tax will be included.

The Columbia Broadcasting System and cooperating affiliates will begin a coordinated promotional campaign next month. The campaign, which is said to include the largest newspaper advertising plans in radio history, will run through October. In addition to intensive use of "on-the-air" promotion by CBS and affiliates, a comprehensive schedule of advertising in other media, particularly magazines, will be used.

Emphasis will be placed on return of nighttime shows after the Summer hiatus, and all promotion will be keyed to the theme, "This is CBS . . . the Stars' Address". Louishausman, CBS Director of Advertising and Sales Promotion, said that over 90 per cent of the CBS affiliates were cooperating in the newspaper campaign.

An offering of 289,459 shares of common stock of Raytheon Manufacturing Company, manufacture of electronic equipment to the company's stockholders at \$6.75 a share goes into effect Tuesday, Aug. 1, Stockholders will have the right to buy until Aug. 14 one new share of stock for each five held. The transaction is being underwritten by a banking group headed by Hornblower & Weeks and Paine, Webber, Jackson & Curtis, which will buy shares left unsubscribed. Proceeds from the sale of the additional common stock will go into working capital to finance an anticipated higher volume of sales and for general corporate purposes.



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Washington 8, D. C.

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INDEX TO ISSUE OF AUGUST 9, 1950

NBC GENERAL LIBRARY

NILES TRAMMELL

Lorain Decision Sept. 1; Paper Refused To Print Paid Logs.....1

FCC To Set Up U. S. Disaster Air Network.....3

RCA To Sell Additional Notes Privately.....3

Comdr. McDonald Replies To Halpern's "Film Daily" Statement.....4

John K. Koepf Joins Staff Of RTMA Headquarters.....5

TV Test Proves Color Can Travel Long Distances.....5

RTMA And NSIA Name Joint Electronics Mobilization Committee.....6

NAB Board Gets Assurance No Emergency Plans Necessary Now.....7

Louis Hausman Named CBS V-P For Sales Promotion, Advertising.....7

WMAL Leases Ice Palace For TV Shows.....8

FCC Grants Intercity Links To Two TV Stations.....8

RCA Reports New Advances In Color TV To Radio Industry.....9

RTMA And NAB Protest 10% TV Tax; RTMA Asks Senate Com. Hearing...10

House Subcommittee Okays Foreign Radio Plan.....10

NBC Appoints Brig. Gen. Munson Director of Film Division.....11

FM To Get Full Consideration By NAB's BAB Committee.....11

Austin Elected Vice President of RCA Communications, Inc.,.....12

U.N. Would Use Television To Offset Ill Opinion Of It.....12

Scissors And Paste.....13

Trade Notes.....15

August 9, 1950

LORAIN DECISION SEPT. 1; PAPER REFUSED TO PRINT PAID LOGS

It looks as if a decision in the anti-trust case against the Lorain Journal, involving alleged discriminatory practices against advertisers who used the facilities of WEOL Elyria-Lorain, Ohio, which at the very latest was expected by now, may not be forthcoming until early Fall.

Emerich B. Freed, U. S. District Judge for Northern Ohio has made it known that he is swamped by a loaded docket, due to shortage of a Federal judge in Cleveland and a political battle to name a new one which has resulted in a deadlock. Judge Freed says he cannot get to the case, as things look now, before Sept. 1 and said it will require several weeks of study before he can render a decision.

The anti-trust case, of interest to every radio station owner and newspaper publisher in the country, involves the newspaper and four executives of the Lorain Journal Co. - Samuel and Isadore Horvitz, who own the Journal, and D. P. Self and Frank Maley - as defendants. The trial was completed in Cleveland last March after Judge Freed heard 66 witnesses for the Government and one for the defense.

The Government has charged that the Journal had refused or threatened to refuse advertising of merchants who also bought time on WEOL. Additionally, the newspaper was charged by WEOL with refusing to print station's logs as paid advertising.

The Government said further in its brief that "the First Amendment does not immunize anyone from prosecution for violations of the general laws of the United States in which the media of free speech or press have been used in perpetration of the crime."

The Journal had contended that a newspaper cannot be compelled to take advertising; that it did not restrain interstate commerce channels; and that conviction would infringe on freedom of the press.

The American Society of Newspaper Editors, which held its annual convention in Washington, had difficult time in attempting to resolve views on the Journal anti-trust issue. Horvitz Brothers, publishers of newspaper, attacked the government suit as interference with freedom of the press, but some editors thought this was flag-waving and that realistic approach had to do with archaic device of refusing space to advertisers who used time on WEOL and space in a competitive Sunday newspaper.

As a result, ASNE took no action in the matter.

"As the judge himself took occasion to observe from the bench, the lawsuit did not involve any 'tremendous' combine", Ted Princiotti, who covered the trial for the Cleveland Plain Dealer observed. "Nevertheless, it has importance. It developed a new set of facts hinging on newspaper-radio rivalry. It posed some new legal questions.

"The civil action started last Fall by the Justice Department concerns the neighboring cities of Lorain and Elyria in nearby Lorain County. Lorain, a steel-making town on Lake Erie, has a population of about 45,000. Elyria is a county seat of 26,000 population.

"The Journal, Lorain's only daily paper, is a lusty prosperous publication. It has not had daily competition since 1932, when its owners absorbed the old Lorain Times-Herald.

"The weekly involved is the Lorain Sunday News, a shopping newspaper which publishes a Sunday issue.

"The radio station, which figured more prominently in the trial as a Journal rival, is WEOL-FM, with studios in Elyria and Lorain. It barely made ends meet last year with a \$2,600 profit.

"The Government charged that the Journal tried to monopolize the News and advertising in Lorain and used unfair business methods to hurt the radio station and the Sunday News.

"D. P. Self, business manager of the Journal, hedged as a hostile witness called by the Government, but finally admitted, under judicial prodding for a direct answer, that 'We did', in response to the question:

"'Did you tell Lorain Journal advertisers that they could not continue to advertise in the newspaper if they advertised over Radio Station WEOL?'

"When Samuel A. Horvitz, publisher of the Journal, testified as the defense's only witness, he frankly said his paper discouraged the merchants from radio selling campaigns and took advantage of 30-day cancellation clauses to cancel contracts of merchants who persisted.

"In defense of the policy toward merchants who used WEOL, Horvitz insisted that the Journal had the right to reject or accept what advertising it pleased. He maintained also that this policy was not unfair to the Lorain merchants, because the Journal for years had 'protected' them by refusing advertising from out-of-Lorain merchants.

"What had looked like a minor trial point suddenly became important. In their final arguments, both lawyers dwelt at length on the interstate commerce issue. If the newspaper and radio station were not engaged in State-to-State business, then the Federal laws did not apply.

"The fast-talking Kramer argued that so long as a single electronic note from WEOL was heard outside Ohio, the station was in interstate commerce. Earlier he had put on out-of-State WEOL listeners as witnesses. He contended that the Journal, through its national news, advertising and supply connections, also was in interstate business.

Fulton argued that while WEOL, mechanically speaking may not be purely local in view of its out-of-Ohio air range, it nevertheless is purely local as a business enterprise. Both the Journal and WEOL are only "incidentally" involved in interstate commerce, he asserted.

"The Lorain Journal case marked the first time that radio-newspaper advertising rivalry had figured in an antitrust suit. Even newspaper-newspaper rivalry over ads is a fairly new anti-trust topic."

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FCC TO SET UP U. S. DISASTER AIR NETWORK

The Government last week stepped up plans for "early" establishment of a Nation-wide radio disaster communications service that could be used in case of "armed attack".

The Federal Communications Commission "earnestly requested" amateur and commercial radio station operators and other interested parties to submit comments by Sept. 15 because of the "pressure of recent world events".

Besides being used if an armed attack knocked out regular channels, the network would be available in times of flood, earthquake, hurricanes and explosion.

The Commission issued proposed operating rules but said they would be revised if necessary after the requested comments are received.

The Commission held a public conference in June on proposals for operating the service, but it said that since then "the subsequent pressure of recent world events makes the early establishment of such a service both highly desirable and necessary."

The service will be made up of both amateur and commercial radio stations and government and private operators. The network would operate on a special frequency band. Stations would organize into area networks, and individual stations would use a special "scene of disaster" frequency.

The FCC said it will consider applications for new stations to be used in the disaster network only.

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RCA TO SELL ADDITIONAL NOTES PRIVATELY

Brig. General David Sarnoff, Chairman of the Board, announced today (Aug. 9) that Radio Corporation of America has completed negotiations through Lehman Brothers to sell privately \$40,000,000 of its notes to investing institutions. This amount is in addition to the arrangement in May, 1949 of the private sale of \$60,000,000 in notes.

This makes a total of \$100,000,000 of notes sold privately. The additional funds provided will be used for working capital for the Corporation's expanded business requirements.

The entire issue of notes is to bear interest at the rate of 3 per cent, and will mature May 1, 1974.

RCA last week announced that its sales and earnings for the first six months of 1950 were \$248,784,358 and \$20,961,643 respectively, compared to \$187,257,987 and \$10,122,049 for the first six months of 1949.

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COMDR. McDONALD REPLIES TO HALPERN'S "FILM DAILY" STATEMENT

The following statement was made last Saturday, August 5, by Commander E. F. McDonald, Jr., President of Zenith Radio Corporation:

"I had not intended to make any comment on the statement of Nathan Halpern of Theater Owners of America which appeared in the July 31 issue of Film Daily, in which he made his ill-advised and unsupported claim with respect to the income which might be expected for film producers from the operation of Phonevision if it should be approved as a regular commercial service. However, I have been asked by a representative of Film Daily to reply to the statement.

"Mr. Halpern, in estimating the extent to which owners of television receivers may be expected to pay for the privilege of seeing Class A movies in their homes, is apparently indulging in wishful thinking. He has estimated a ridiculously low figure, without having the benefit of the extensive survey which Zenith Radio Corporation has conducted throughout the country to determine to what extent the public is willing to pay for high-class television entertainment such as Class A movies in their homes. It is the considered opinion of Zenith's management that if Phonevision is approved as a regular commercial service and is put into general operation, that as the number of television receivers in the country increases the revenue which may be expected to be produced by Phonevision will ultimately far exceed the total box office of all the motion picture theaters in the United States.

"It should be borne in mind, of course, that Phonevision has not been approved and that the fact that the Federal Communications Commission has authorized the Phonevision limited commercial test in Chicago is not to be considered as any indication that it will be approved or authorized as a commercial service.

"If Mr. Halpern feels that Phonevision will be such an unimportant factor as he has indicated, I am wondering why the various Associations of Motion Picture Exhibitors are opposed to the producers renting films to Zenith for its Phonevision test and, in some instances, have indicated an intention on the part of the exhibitors to retaliate against any producer who does rent films for that purpose.

"For example, Truman C. Rembusch, President of the Allied States Association of Motion Picture Exhibitors, is quoted in the April 8 issue of the Motion Picture Herald of New York as having made the following statement: 'The Exhibitors fortunately are fully aware of the threat Phonevision presents to their business. Any producer fool-hardy enough to furnish film for the Chicago Phonevision test, I am sure, would find a spontaneous resistance towards the acceptance of his pictures by the regular theaters.' There have appeared in the press from time to time other statements and articles to the same effect and of similar import.

"I would like to repeat at this time what I have said on numerous occasions. Phonevision is not a threat to the motion picture theatres. The threat is that of the present type of conventional television. Phonevision, on the other hand, if it should be approved and put into commercial use, will provide the revenue to the motion picture producers which ordinary television is taking away from them."

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JOHN K. KOEPF JOINS STAFF OF RTMA HEADQUARTERS

John K. Koepf, former sales and public relations director of the Cincinnati, Newport and Covington Railway Co., has joined the Radio-Television Manufacturers' Association as assistant to James D. Secrest, Secretary and General Manager. He assumed his duties at the RTMA Washington office last Thursday, August 3rd.

Mr. Koepf was Washington representative and television manager for the Fort Industry Co., during 1946 and 1947.

A former newspaper man, Mr. Koepf was with The Cincinnati Post from 1931 to 1938. He was Sales Promotion Director for radio station WLW, Cincinnati, in 1938. He was then assistant to the Director of Radio, of the Procter & Gamble Co., until the war.

During the war, Mr. Koepf was on active duty in the Navy for four years until his discharge as Lieut. Comdr., USNR. He served in the BuAer and EXOS Special Devices Division as Administration Officer of the Radar and Communications design and production section.

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TV TEST PROVES COLOR CAN TRAVEL LONG DISTANCES

In an experimental transmission from Washington, D. C., the Radio Corporation of America demonstrated for the first time Monday (Aug. 7) that its all-electronic color television system can use standard coaxial cables to carry programs in color from point to point over long distances. RCA simultaneously showed how ultra-high-frequency radio relays can be employed to extend coverage from terminal stations.

During the demonstration, color signals from a special program originating at the studios of the National Broadcasting Company's television station WNBW, in the Wardman Park Hotel, Washington, were transmitted over more than 200 miles of coaxial cable to NBC's station WNBT, New York.

The signals then were put on the air in both VHF and UHF frequencies. The VHF images from WNBT were picked up on color receiving sets at RCA Laboratories, Princeton, N.J., about 45 miles from New York; the UHF pictures travelled by radio relay to NBC's experimental station at Bridgeport, Conn., for rebroadcast. These latter signals were received on a converted VHF color receiver installed in the home of O. B. Hanson, Vice President and Chief Engineer of NBC, at Westport, some twelve miles from Bridgeport.

Meanwhile, all standard black-and-white television sets in the New York metropolitan area that were tuned to WNBT's Channel 4 received the Washington program in black-and-white, effectively demonstrating the compatibility of the RCA color system.

Dr. C. B. Jolliffe, Executive Vice President in Charge of RCA Laboratories, hailed yesterday's demonstration as "a new and highly important advance in the development of a color television service for the Nation." He said that engineers of RCA Laboratories and NBC cooperated in making it successful.

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RTMA AND NSIA NAME JOINT ELECTRONICS MOBILIZATION COMMITTEE

A National Electronics Mobilization Committee, which will coordinate all industry mobilization activities and offer its services in an advisory capacity to top Government policy making officials, has been established jointly by the Radio-Television Manufacturers' Association and the National Security Industrial Association.

Comprising 22 industry leaders, the Committee was appointed jointly by Robert C. Sprague, President and Chairman of the Board of Directors of RTMA, and Frank M. Folsom, Chairman of the Board of Directors of NSIA following an emergency meeting of the RTMA Board of Directors yesterday (Aug. 8) in New York City.

Fred R. Lack, Vice President of Western Electric Company, was elected Chairman of the Committee which will set up a Washington office to maintain constant liaison with national defense officials and all agencies having to do with industrial mobilization and military procurement of radio and electronics products.

The radio-television industry is gearing itself to step up military production to from \$1 billion to \$1.5 billion during the next 15 months. Industry leaders have already advised defense officials of the industry's desire to give top priority to Government orders and expedite production of essential radio and electronics equipment and components.

The National Electronics Mobilization Committee will not replace the Electronics Industry Advisory Committee, which was appointed in 1948 jointly by the Munitions Board and the National Security Resources Board.

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A daring team of mountain climbers scaled Mt. Matterhorn last Sunday, according to an International News Service report from Zermatt, Switzerland, to make a world-wide broadcast from the summit of the Alpine peak. The mountain, which towers 14,780 feet above the village of Zermatt, was first conquered in 1865, although three members of the scaling party died in the attempt.

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NAB BOARD GETS ASSURANCE NO EMERGENCY PLANS NECESSARY NOW

Assured by two top Government officials that there were no plans presently contemplated, or deemed necessary, to restrict the activity of American broadcasting during the emergency, the National Association of Broadcasters' Board of Directors yesterday (Aug. 8) concluded a two day session by setting up a special emergency informational service for the nation's stations.

Following a meeting with Dr. John R. Steelman, the assistant to the President, at the White House, the Board reconvened at the Washington Hotel to implement a proposal by that official that the Association issue a regular defense bulletin to broadcasters.

The bulletin, schedule for release at least three times monthly, will brief broadcasters on Government programs for advancing the cause of the nation during the time of emergency.

In meeting with the Association's 27-man Board yesterday, Mr. Steelman and Mr. Jackson emphasized their conviction that American radio and television could expect no controls beyond those self-imposed ones that were employed during World War II. In response to an introduction by Justin Miller, Association president, Dr. Steelman asked that the NAB convey to the nation's broadcasters the Government's congratulations for the "magnificent, voluntary effort" that had been made by radio and television in stemming "stampede buying".

Earlier in the day, Wayne Coy, Chairman of the Federal Communications Commission, said that he believed broadcasting could do the job in this emergency, as it had done it before, through self-mobilization.

Mr. Coy also explained to the Board of Directors plans for the Disaster Radio Network, which were announced by the FCC, Aug. 3. The network will be established as "a liaison between local services, such as police, fire departments, hospitals, and the like", Mr. Coy explained, but envisioned plans for national hookup of the community segments if occasion demanded it.

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LOUIS HAUSMAN NAMED CBS V-P FOR SALES PROMOTION, ADVERTISING

Louis Hausman has been named Vice President in Charge of Sales Promotion and Advertising for the Columbia Broadcasting System, Frank Stanton, CBS President, announced last week. The appointment is effective immediately.

Mr. Hausman has been Director of the CBS Sales Promotion and Advertising Department since February 1949. He joined the CBS network in 1940, and a year later was named Manager of Sales Promotion's Presentation Division. In 1947, he was promoted to the post of Associate Director of the Sales Promotion and Advertising Department.

Before joining CBS, Mr. Hausman was associated with the Advertising and Sales Promotion Department of the American Safety Razor Company and Advertising and Sales Promotion Manager for the Electric Shaver Division of Remington Rand, Inc.

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WMAL LEASES ICE PALACE FOR TV SHOWS

The Evening Star's television station, WMAL-TV, has signed a long term lease for the Chevy Chase Ice Palace, which will be remodeled to provide one of the most elaborate television facilities south of New York.

Three large studios will be constructed in the 35,000 sq. ft. now occupied by the ice rink located on the second floor of the Chevy Chase Park and Shop Stores building at 4461 Connecticut Ave., N.W., Washington, D.C. Transformation of the second floor will begin immediately and the studios should be in use during October. Two studios will be approximately 40 by 70 feet - one designed for audience use - and another will be about 3 x 50 ft. The growth of television during the past two years and the demand for additional local programming caused the expansion.

The (Washington) Evening Star Broadcasting Company received the twelfth construction permit in the United States from the Federal Communications Commission, and went on the air on October 3, 1957. WMAL-TV was the first television station, including networks, to announce and follow a policy of seven nights a week programming. On Channel 7, it was the first station in the country to go on the air on a high band frequency.

During the month of July, WMAL-TV's time was divided approximately 66% local programming and 34% programming from its network affiliate, American Broadcasting Company.

WMAL-TV's transmitter will remain at its present site at American University, but all other TV activity, including film projection equipment will be moved to the new studio. The present studio is located at 1625 K Street, N.W.

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FCC GRANTS INTERCITY LINKS TO TWO TV STATIONS

Private intercity TV relay links were granted by the Federal Communications Commission last week on usual temporary basis to WSM-TV, Nashville, Tenn., and WTTV (TV), Bloomington, Ind. Crosley Broadcasting Corp's TV relay between WLWC (TV) Columbus and WLWD (TV) Dayton was renewed for a year.

In all cases FCC found that regular common carrier intercity TV relay facilities would not be available for some time and hence made the private relay authorizations conditionally until such facilities become available and the private operators have had reasonable time to amortize their investments. This is consistent with FCC's TV relay policy announced last year whereby such temporary private relays may interconnect with those of American Telephone & Telegraph Co.

A total of six relays were granted to WMS-TV for its \$158,000-link to A. T. & T. facilities at WHAS-TV, Louisville. The grant was for eight months. Crosley told FCC that common carrier service

was particularly inadequate to meet its needs westward from Columbus to Dayton. The FCC noted that since A. T. & T. plans to complete a fourth channel between those two cities by April or May of 1951, it set June 30, 1950, as deadline for the operation of the private Crosley link.

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RCA REPORTS NEW ADVANCES IN COLOR TV TO RADIO INDUSTRY

Recent advances in the development of tubes and receivers by the Radio Corporation of America for use in its all-electronic color television system were disclosed last week by Dr. C. B. Jolliffe, Executive Vice President in Charge of RCA Laboratories.

In a report prepared for the information of the radio industry, Dr. Jolliffe said that research work on the RCA color tubes has now reached a point where receivers utilizing these tubes can produce color pictures of increased brightness and of substantially the same resolution and stability as pictures produced on standard black-and-white receivers.

Construction and tests of the experimental tri-color tubes to date, he declared, have given RCA information that will make it possible to continue to improve the tubes and to adapt them to mass production.

A limited number of experimental color receivers are being made for use in fulfilling RCA's testing requirements, to make receivers available to other manufacturers for their own use and investigations and permit field test installations in homes in the Washington area, said Dr. Jolliffe.

The increase in brightness of the RCA tri-color tubes was reported by Dr. Jolliffe to be due to two factors: (1) development of an improved red phosphor, making it possible to eliminate the red filter from the front of the tube and thus increase light output two to one; and (2) use of improved tube techniques which provide a higher light output, using the same applied voltages as used in demonstrations in March and April, 1950.

Progress thus far makes it appear feasible to construct tri-color tubes approximately the same length as ordinary black-and-white kinescopes. Circuits for receivers utilizing the color tubes have been simplified and made more stable than those previously demonstrated, he reported.

The present color program schedule in Washington, Dr. Jolliffe disclosed, consists of seven hours of studio programs per week, Monday through Friday, and approximately 25 hours per week of color test patterns. He said, commencing in the Fall, this schedule will be extended to include studio programs on Saturday and Sunday as well.

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RTMA AND NAB PROTEST 10% TV TAX; RTMA ASKS SENATE COM. HEARING

Both the Radio-Television Manufacturers' Association and the National Association of Broadcasters, dispatched letters last Friday (Aug. 4) to Senator George, Chairman of the Senate Finance Committee, protesting the proposed 10 percent excise tax on the sale of television sets.

The proposal was made last week by John W. Snyder, Secretary of the Treasury, and in their respective letters to Senator George, both RTMA and NAB stress television's important place as a communications service in the national defense program, and the fact that television is far more than a means of entertainment.

The RTMA requested an opportunity for industry representatives to appear in opposition to Secretary Snyder's proposal stating that new considerations underline his present proposal which were not relevant at the time of the House hearings when industry representatives were heard.

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HOUSE SUBCOMMITTEE OKAYS FOREIGN RADIO PLAN

The House Appropriations Subcommittee last week tentatively approved the outlay of \$41,288,000 for construction of six high-powered radio stations and purchase of 200,000 low-cost sets for foreign listeners. This was in line with the suggestion of Brig. Gen. David Sarnoff that the U. S. distribute quantities of miniature radio receivers inside Russia and her satellites to enlarge the audience of the Voice of America.

General Sarnoff's suggestion was made during his appearance on "Meet the Press" a week ago last Sunday and when asked what proposals he would make for penetrating the Iron Curtain with greater effectiveness than American propoganda efforts now used, General Sarnoff said:

"I think it is possible to build a miniature radio receiver which, in very large quantities, could be built for as little as \$2 apiece, and I think that they could be made available to the people behind the Iron Curtain."

General Sarnoff said that RCA engineers had already worked on the design of such receivers, and their experiments had proceeded to the point that he was able to predict their production at the low individual price.

He said there were "a number of ways" to distribute the sets to people in the Russian orbit.

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NBC APPOINTS BRIG. GEN MUNSON DIRECTOR OF FILM DIVISION

Brig. Gen. (ret.) Edward Lyman Munson has been named Director of the NBC Film Division, Carleton D. Smith, NBC Director of Television Operations, announced last Friday (Aug. 4)

General Munson, who was associated with Twentieth Century-Fox for four years after World War II, started there as Executive Assistant to Darryl F. Zanuck, Vice President in Charge of Production. Before joining Twentieth Century-Fox, he was Chief of the Army Pictorial Service for two years. He was responsible for procurement of stars and motion picture footage for the Army, production of training films and other informational motion pictures and the distribution of training and entertainment films to the Army and Air Forces all over the world.

In February, 1942, General Munson was assigned to General Staff Corps where he planned, organized and operated the Army Information Division. Virtually all the basic operations of this division were developed under his responsibility, including motion pictures, radio, Yank, and the Army News Service.

Born in New Mexico in 1904, General Munson is the son of Brig. Gen. Edward Lyman Munson, Assistant Surgeon General of the Army. He was graduated from the United States Military Academy in 1926. After serving at various military installations in the United States and Hawaii, he was instructor of English at West Point, 1937 and 1938, and was Assistant Professor in charge of Freshman English at West Point from 1939 to 1941. In 1941 he wrote "Leadership for American Army Leaders" which was widely used as a textbook during the war. General Munson retired at the end of the war from the regular Army after 24 years' service. He was awarded the Legion of Merit and was decorated with the Insignia of Command, Order of the British Empire.

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FM TO GET FULL CONSIDERATION BY NAB'S BAB COMMITTEE

The Broadcast Advertising Bureau Committee of the National Association of Broadcasters has been asked to "give full consideration to FM" in its plans for setting up a separate corporate sales organization for the radio industry.

Action was taken by the NAB Board yesterday (Aug. 8) meeting in Washington, referring the proposal, drafted by the Association's FM Committee, to the BAB Committee, of which Robert D. Swezey, WDSU, New Orleans, is Chairman.

The FM Committee resolution, introduced by Ben Strouse, of WWDC, in Washington, Committee Chairman, follows:

"Resolved that BAB give full consideration to FM in its work with both stations and agencies in:

"(1) Putting out such studies and analyses of FM Programs as may be appropriate.

"(2) Pointing out how FM coverage in the case of duplicating stations increases the value of the advertising dollars.

"(3) Emphasizing the audience niche that FM-only stations have earned for themselves through their programs.

"(4) Give full consideration to all the facets of FM in its promoting of radio broadcasting as a whole."

The Broadcast Advertising Bureau, sales arm of NAB, will be separated from the Association to operate as an independent corporation, it has been decided by the NAB Board.

Reports and resolutions unanimously adopted during the two day emergency session of the Board in Washington, calls for an organization geared to reach an annual operating budget of at least one million dollars. The report recommends that the separate corporation be set up immediately, and begin full operations on April 1, 1951. Consideration will be given to the advisability of adopting a new name for the BAB.

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AUSTIN ELECTED VICE PRESIDENT OF RCA COMMUNICATIONS, INC.

Harry E. Austin has been elected Vice President in Charge of the Pacific Coast District for RCA Communications, Inc.

"The new post", Harry C. Ingles, President, said, "was created by the Board of Directors as of August 1, 1950, and reflects the growth in importance of the West Coast as an international trade and communications center."

Mr. Austin has been associated with RCA Communications since July, 1927. As San Francisco District Manager for the past five years and formerly as District Manager in Los Angeles, he has actively participated in organizations interested in the development of West Coast trade.

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U.N. WOULD USE TELEVISION TO OFFSET ILL OPINION OF IT

United Nations officials have asked television networks for the chance to offset the effect of the dragged-out meetings of the Security Council by emphasizing the positive efforts of the world organization in behalf of the Republic of Korea, a special report to The New York Times states.

Meetings of the Council have been widely televised since the return of the Soviet delegation, and officials at Lake Success have become worried that the public will get the idea the United Nations is doing nothing about Korea but talking and being hindered by Soviet delaying tactics.

Beginning Thursday (Aug. 10), executives of the United Nations plan to go before television cameras at Lake Success whenever the Council meets and speak of the support being given to the South Koreans by members of the organization. They will summarize pledges of supplies and armed forces made by members of the United Nations since the war in Korea started.

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::: SCISSORS AND PASTE :::

TV Viewers Have Front-Row Seats At The Return Of Malik To U.N.
(By Jack Gould, "New York Times")

Viewers of the telecast of the United Nations Security Council had front-row seats yesterday afternoon (Tuesday, Aug. 1) for the tense and dramatic three hours that followed the return of Jacob A. Malik, Soviet representative to the world organization. From 3:12 to 6:14 P.M. there was a sense of participation in the fateful deliberations at Lake Success that was both absorbing and arresting.

The reaction at a television receiver was perhaps best exemplified by the customers in a saloon in the Times Square area. Ordinarily this bar echoes with the usual noisy comment attendant to the televising of a ball game. Yesterday there was an all-enveloping silence as the patrons deliberately tallied the number of votes which thwarted Mr. Malik's attempt to resolve the China issue by an unprecedented ruling from the presidential chair.

Both NBC and CBS television carried the United Nations proceedings in full and, significant as the words of the delegates were, the pictures also told their own story. Especially vivid on the screen were the contrasting personalities and mannerisms of Mr. Malik and Warren R. Austin, head of the United States delegation.

Mr. Malik, who never smiled once in the three hours, was almost cavalier in his role of the president of the council. In cold, emotionless terms, he would take up new items of business, always adding some, laconic remark as though he did not anticipate any opposition. For the most part he either stared straight ahead when others spoke, occasionally knitting his fingers, or else busied himself taking profuse notes. Only in his insistence that Russia was a peace-loving nation did he raise his voice for any sustained period.

Mr. Malik spoke in Russian but, as with other delegates using a foreign language, his remarks were simultaneously translated into English.* * *

Mr. Austin's face was a study in controlled indignation as he listened to Mr. Malik's invective against "the leading classes of the United States". Several times he could be seen on the verge of biting his lip. When he challenged Mr. Malik's several excursions into parliamentary deviousness and set forth the American position, he spoke bluntly, forcefully and a little impatiently. But when Mr. Malik indulged in especially extreme examples of anti-American vituperation, a gentle smile creased Mr. Austin's lips.

Much of the effectiveness of the telecast, however, lay in incidental "shots" caught by the cameras. As they slowly scanned the place cards of the member nations represented in one room and at one table, the disagreeing voices that one heard seemed out of place. To watch a nation quarrelling like a school child who can't have his way is not an edifying sight. Television is not on Russia's side at the U.N.

The telecast was by and large well done but there were some minor slips. For one thing the cameras failed to catch the raising of hands on the vote to reject Mr. Malik's ruling from the chair that the Chinese Nationalist Government was not entitled to sit in the U.N. The cameras also were somewhat too restless, often moving around excessively at the wrong moment.

Radiophone Service Speeds Up Newspaper Delivery
(George Brandenburg in "Editor and Publisher")

Mobile unit radio phone service is enabling the Louisville (Ky.) Courier-Journal and Times to attain 100% daily and Sunday delivery service in the city area and adjacent cities of Jeffersonville and New Albany, Ind.

The average monthly missed deliveries of 2,900 are now delivered in a matter of minutes, states Jasper E. Rison, C-J & T circulation director, who has been using the mobile radio phone service for two years at an average monthly cost of \$540.

"It is difficult to estimate accurately the dollar and cents value of mobile telephone service alone in connection with the overall circulation operation", said Mr. Rison. "It is a primary part of a reorganized system for daily circulations which has improved customer service and effected a number of economies."

Suffice to say, the Courier-Journal and Times have shown an increase of 15% in circulation during the past year and a definite decrease in operating personnel. The present delivery system, making use of mobile telephone service, was devised by Mr. Rison after trying several other methods.* * * * *

Two years ago, the present delivery method was installed. City distribution area was divided into eight sections and a district sales manager appointed to supervise each section. Men carriers have replaced newspaperboys. There are now a total of approximately 350 route men and arrangements have been made for delivery of papers from the pressroom direct to homes of these carriers. This means 350 drop-off points but elimination of the expense of operating 53 sub-stations.

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Sen. Tobey Gives Advice To The Lovelorn
("Parade")

Senator Charles W. Tovey of New Hampshire often smiles at letters that pass over his desk. Some he'll never forget - like this one:

"Dear Senator Tobey:

My wife has left my bed and board and I can't understand why. I have given her an electric iron and a washer, a stove and refrigerator, everything her heart could wish. I need her. Our six children need her. Please write her a nice letter and see if you can't persuade her to come back."

The Senator was puzzled, but he composed what he considered a "nice letter" and sent it to the wife.

Weeks went by, and the episode was forgotten. But one day, while Tobey was on the Senate floor, a page rushed up with a telegram from the husband.

"She's back", it read. "You're some Senator."

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::: TRADE NOTES :::
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::: TRADE NOTES :::

ASCAP has extended its interim licenses for the use of its members' music on TV until Sept. 18. Presumably that date was picked because of hopes that agreement on terms for per-program licenses may be reached the preceding week at a meeting of Committees representing the video broadcasters and the Society.

The 11th annual convention of the American Federation of Radio Artists will be held in Chicago this week starting tomorrow (August 10) through the 13th. Among other things, it is understood that coming up for consideration is the renewal of the four major network contracts.

Frieda Hennock, Federal Communications Commissioner, called on President Truman last Wednesday, Aug. 2nd. The nature of her business has not been disclosed but it is possible it might be in connection with a judgeship in which, it has been rumored, she is interested.

President Robert C. Sprague of the Radio-Television Manufacturers' Association today (Wed., Aug. 9) reappointed Frank W. Mansfield, Chairman, and ten members of the RTMA Industry Statistics Committee.

The 11-man committee of marketing research and statistical experts supervises the compilation of all statistics on the radio-television industry published by RTMA.

In connection with the meeting of FM broadcasters held in Washington this week, Raymond M. Wilmotte, consulting engineer in radio and electronics, explained the operation and potentialities of Bisignal, at the NAB offices Monday, and presented a demonstration in his laboratory immediately thereafter.

Operating television sets in the Washington, D. C. Metropolitan area now number 150,325, an increase of 7,325 over the July 1 total of 143,000, according to the official estimate of the Washington Television Circulation Committee. The Committee represents the four operating TV stations in the Capital - WTOP-TV, WNBW, WMAL-TV, and WTTG.

The Board of Directors of the Columbia Broadcasting System, Inc., last week declared a cash dividend of 40¢ per share on its Class A and Class B stock. The dividend is payable on September 1, 1950, to stockholders of record at the close of business on August 18, 1950.

Plans for a Fall television schedule starting at 8:30 A.M., EST, weekdays and continuing until midnight were announced last week for the three stations of Crosley Broadcasting Corporation. The change is effective September 4.

Two new FM-AM radios which outperform even their predecessors in the Zenith table line were announced this week by L. C. Truesdell, Vice-President in Charge of Household Receivers, Zenith Radio Corporation. They are the Super-Medallion which retails at a suggested price of \$49.95 and the Super-Triumph priced at \$59.95.

The new receivers complete Zenith's FM-AM table line which ranges from the famous Major - the \$39.95 FM only set - to the \$79.95 Super-Symphony which FM broadcasters refer to as the finest table monitor in the United States.

RTMA President Robert C. Sprague last week reappointed R.E. Carlson, Chairman of the Association's Cathode Ray Safety Committee. Mr. Carlson, of Tung-Sol Lamp Works, Inc., is an RTMA Director and has headed the Cathode Safety Committee since its formation by the Association.

Arrangements have been completed between the National Association of Broadcasters and the U.S. Bureau of the Census, to release special statistical information to broadcasters through the facilities of the NAB Research Department. At present the Census Bureau is preparing population figures for counties and cities of 1000 people and over. These releases, to be made available a State at time, will be directed to stations by NAB.

A typical CBS world news roundup, which generally includes reports from its correspondents in at least four of the world's most important cities, requires first the use of shortwave facilities to New York or San Francisco, then an intricate cable network which permits CBS to service each of its 186 network and affiliated AM radio stations and its 91 FM stations. Its correspondents' voices travel some 16,000 miles by shortwave, then 18,000 more miles by cable.

For such a broadcast the work of some 650 people is involved, including radio station engineers, announcers, telephone company representatives and short-wave operating personnel, in addition to the newscasters. Each such broadcast has a potential total audience of 40,700,000 radio-owning families, or 95 per cent of all the families in the U.S., who today own a total of 85,200,000 operative radio sets. 118,000,000 persons over the age of 10 could hear the program, which would blanket more than 99.8 per cent of the nation's entire land area.

For such a broadcast, CBS would consume electrical power amounting to 1,700,000 watts in the daytime and 1,600,000 watts at night.

Work of installing two-way radio equipment on at least one piece of apparatus in each of the seven Arlington, Va. (across the Potomac from Washington) now lacking this equipment has been started.

Aimed at giving Arlingtonians better fire protection, the installation is proceeding under the direction of fire chief A.C. Scheffel. At present only the Clarendon station apparatus has two-way radio.

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INDEX TO ISSUE OF AUGUST 16, 1950

NILES TRAMMELL

You Should Be Able To Watch TV For Hours, Optometrist Assures.....1

New FM Committee Set Up; Dr. E. H. Armstrong Advisor.....3

NARND Appoints Judges Committee For Radio And TV News.....4

A.C.& R. And Aeronautical Radio Inc. Expand Services.....4

New Daylight Radio Network's Goal Is 300 Stations.....5

\$500,000 Slander Suit Filed By Drew Pearson.....5

NAB Adopts Resolution Approving McFarland Bill.....6

Denies Capehart Renomination, Though Unopposed, Cost \$91,961.....7

NBC's 8-H Radio Studio, Center Theatre To Be Used For TV.....8

U.S. Emergency Radar Net Already Guards Against Raids.....8

Remington Rand, CBS To Produce Industrial Color TV Equipment.....9

RTMA And IRE Joint Meeting To Discuss Radio, TV Developments.....10

Higgins, WMOA, Marietta, O., Succeeds Mitchell At BAB.....10

MacArthur Wants Censorship General; Radio, Press Praised.....11

G-E Could Double Last War's OutPut If Mobilization Called For.....11

Europeans Are Giving Us The Laugh Over Korea, Brooks Reports.....12

Large TV Picture Tubes Constitute 89% Of RTMA Sales.....12

Scissors And Paste.....13

Trade Notes.....15

August 16, 1950

YOU SHOULD BE ABLE TO WATCH TV FOR HOURS, OPTOMETRIST ASSURES

In a telecast sponsored by the Illinois Optometric Association in connection with their 42nd annual convention in Chicago on WGN-TV, Chicago, titled "TV and Child Vision", Dr. Carl F. Shepard, noted authority in optometric research, said many adults had asked him why they had headaches after watching television. Dr. Shepard replied:

"It is a new skill. When men walk they look ahead at about televiewing distance to see where they are going; but each look at that distance is very brief. We glance at the curb we are approaching when it is about 7 or 8 feet away, then look to the right or left for cars or for pretty girls, but we step up when we come to the curb. For thousands of generations men have been following a similar habit.

"But at Television, we must keep looking at the distance and the angle of the walking glance. We must learn a new visual trick. There is always some nervous tension while we are learning something new; and more when you are watching something exciting ... such as a wrestling bout, and that eventually adds up to a head ache. But, if your visual organization is as well tuned up as it should be, your first experience will be your worst. After one or two evenings, you should be able to watch TV for hours without discomfort."

Dr. Shepard demonstrated the proper use of a television set in the home and how television could be used in visual training. He said:

"Thousands of persons have asked their optometrists to explain visual problems that arise when television comes into the home or school room. The visual problems of the few who have bad eyes are easily explained. They have visual problems because they have bad eyes. But there are many hundreds who, like you and your children, have visual problems with television although they have perfectly good eyes."

The questions Dr. Shepard answered were selected from hundreds that optometrists have received, such as the following:

"What set is best for my eyes?"

"A. Any one of them, but especially the one you like best when it is demonstrated for you. Your eyes will tell you what they like best.

"What size screen is best for vision?"

"A. It is the same picture on all screens. You will like to sit closer to the small ones, and farther away from the larger screens.

"Do magnifying attachments save eye-strain?"

"A. No. They magnify defects in the picture as well as the details; and usually increase the reflections. Study and carefully follow the instructions for tuning and focusing the set, and be sure to have the set properly installed and serviced to avoid the only causes of eye-strain that you can blame on the set you have.

"Do the filter attachments prevent glare?

"A. Sometimes, but every set has built-in filters. The very substances that produce the light that makes the picture are also filters and each manufacturer has carefully determined the light emission that has been selected by his advisors as the best after extensive and expensive research. Screens differ somewhat because opinions differ, but all are very good and none are harmful. However, the very best quality of light, even natural daylight, will not be pleasing to every individual. A small percent of individuals will find some special type of light filter most pleasing to vision; but specific filters for individual needs should be placed before the eyes, not before the set; and very few people need them.

"What is the best room lighting?

"A. The little people in the television set are guests in your home. Place them as you would any other guest in a well lighted room so arranged that the light does not shine in their eyes. Do not put them in a dark corner, or a dark corner of the room. Have a normal amount of light on the wall behind the set.

"What is the best viewing distance?

"A. Nearly everyone has his own preference. Here let me show you.

- 1) Little Tommy is about three years old. He likes to be near the set. He would like to touch those little people if he could.
- 2) Janet is about five. She likes to be almost as near.
- 3) Jimmie is about six. He will sit a little farther back.
- 4) Robbie is about eight. He will almost join the adults.
- 5) and 6) Sherry and Steven are both 7. They are twins. One has just about ideal eyes and vision. The other has what may be called really poor vision. See if you can guess which is which.
I am almost at my second childhood. I like to be way back.
- 7) Tommy's mother is just a little bit near-sighted. She likes to join the children."

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NEW FM COMMITTEE SET UP; DR. E. H. ARMSTRONG ADVISOR

The new FM Broadcasters Committee was set up last week by FM stations meeting at the National Association of Broadcasters' headquarters in Washington. Dr. Edwin H. Armstrong, inventor of FM was present, and from time to time was called upon for advice and suggestions.

Though still just a list of five names, the Committee carries the hopes of FM broadcasters for a hard-hitting agency that will work independently of NAB but on a cooperating basis. No date has been set for the Committee's first meeting.

Named to this five-man group were Raymond S. Green, WFLN (FM), Philadelphia; H. Hirschmann, WABF (FM) New York; Morris S. Novik, WCUO (FM), Cleveland; Ray Furr, WIST (FM), Charlotte, N.C.; Elliott M. Sanger, WQXR-FM, New York. Mr. Novik was proposed as Chairman, but it was understood he preferred merely to be a Committee member.

Some 30 broadcasters met in the NAB Board room as guests of the NAB FM Committee, headed by Ben Strouse, WWDC-FM, Washington, an NAB Board member for FM. All morning and well into the afternoon the NAB Committee heard these representative FM operators recite their grievances and propose steps to solve FM's economic and engineering problems. Ed Sellers, NAB FM Director, represented NAB in the discussions.

After the gamut of FM troubles had been covered, the broadcasters started a new meeting which was declared to be entirely independent and non-NAB in character. This was based on the theory that NAB, as an all-inclusive industry trade association, could not aggressively fight FM's battles or promote it as an advertising medium.

The resolutions adopted by the first meeting, and re-adopted by the non-NAB meeting of the same broadcasters, were taken up for the third time by the NAB FM Committee, which met that evening after the open sessions had adjourned. The NAB FM Committee endorsed most of these resolutions, with minor changes, and passed them on for Board action.

One provocative resolution was passed by the NAB FM Committee. This proposed an organized campaign to promote FM by broadcasting such slogans as "If you buy a new radio or TV set without FM, you are buying an obsolete radio", or "A set without FM is only half a modern radio."

It was generally felt by the FM broadcasters that such action should be taken only if set manufacturers refuse to produce more radio and TV sets with FM tuning circuits, or FM-only sets.

Agreement was noted on the proposal that any future surveys conducted under auspices of NAB or other organization should include questions on FM and FM ownership, with the type of survey to be approved by the NAB FM Committee.

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NARND APPOINTS JUDGES COMMITTEE FOR RADIO AND TV NEWS

The National Association of Radio News Directors announced last week the selection of the following Committee to judge its annual awards for outstanding radio and television news: Robert K. Richards, National Association of Broadcasters; Erwin D. Canham, Editor of the Christian Science Monitor; Sol Taishoff, Editor and Publisher of Broadcasting Magazine; Arthur Stringer, recipient of the 1949 NARND award for individual contribution to the progress of radio news; and Arthur M. Barnes, Editor of the NARND News Bulletin.

The announcement was made by the Chairman of the Awards Committee Ted Koop, Director of CBS News and Public Affairs in Washington. He reported that the Committee already is receiving entries, which can be submitted through September 22nd.

Two awards will be given: one to a radio station for outstanding presentation of radio news throughout the year ending September 1, and the other to a television station for outstanding presentation of television news throughout the same period. The Committee pointed out that many television stations have not been in operation for the entire year but are eligible to compete on the basis of their current programs.

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A.C. & R. AND AERONAUTICAL RADIO INC. EXPAND SERVICES

Rapid expansion in the communication services available to airplanes flying the vital Pacific air routes to Korea and the Far East was announced last Friday by Aeronautical Radio, Inc., of Washington, D. C., and the Mackay Radio and Telegraph Company, subsidiary of the American Cable & Radio System.

Aeronautical Radio or "ARINC", as it is commonly known, is a communications organization established and supported by the air industry to operate radio communication stations wherever required by the air transport industry.

Mackay, under terms of a contract with ARINC, broke ground for a large extension of its radio transmitter building at Kailua, Hawaii, on June 21, and before the deadline date of August 1, had completed the structure and installation of four multichannel transmitters and associated antennas. The new equipment, which was manufactured by Federal Telephone and Radio Corporation, a subsidiary of the International Telephone and Telegraph Corporation, will enable ARINC to cover the entire Pacific area with both radiotelephone and radiotelegraph service to aircraft and base stations.

Expressing complete satisfaction with the speed with which the project was accomplished, ARINC, through its Washington headquarters, stated that the installation has already proved of great value in expediting the increased flow of air traffic to the Far East.

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NEW DAYLIGHT RADIO NETWORK'S GOAL IS 300 STATIONS

"The biggest lineup of daytime programming of any network now existing" was the goal announced in Hollywood last week by Larry Finley in disclosing the formation of the Progressive Broadcasting System. New net, which Finley will head, will start coast-to-coast broadcasting in 48 States beginning on or about November 1. Net is incorporated for "approximately" \$1,500,000 and will be financed by the private sale of stock.

Programming to originate live from undisclosed Hollywood studios, will be piped to approximately 300 member stations via leased telephone lines on an open-end basis. No national advertising will be accepted during the net's daytime hours, with local stations expected to obtain sponsorship from within their own communities. There will be no network option time, Finley stated, and stations will not be required to take all the programs.

Week-day lineup will be built around four soap operas from 9 to 10 A.M., followed by a block of shows starring Estelle Taylor, Has Sawyer, Mel Torme and others. Afternoon hours will be filled by formats starring Maurice Hart, Cottonseed Clark, Dan Morton, Charlotte Rogers and Lou Nova.

Saturdays will feature Harry Von Zell, Jimmy Scribner and Bob McLaughlin.

In an all-out bid for Sunday afternoon leadership, the net will offer Alan Mowbray, Page Cavanaugh, Andy and Della Russell, Connie Haines, Mel Torme and a two-hour starring Frankie Laine.

Finley stated that many executives and performers now under contract to other networks would be affiliated with PBS and that their names would be released within the next 30 days.

Main studios and executive headquarters will be maintained in Hollywood, with other studios located in Chicago and New York. Present headquarters are located at 8983 Sunset Boulevard, Hollywood, California.

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\$500,000 SLANDER SUIT FILED BY DREW PEARSON

Columnist and commentator Drew Pearson filed a \$500,000 slander suit against California Attorney General Frederick Napoleon Howser in District Court yesterday (Aug. 15).

Pearson charged that on April 6, Howser in a conversation with two men in Santa Rosa, Calif., "Caused it to be believed that Plaintiff (Pearson) had been guilty of the crime of subornation of perjury".

Last year, Howser sued Pearson for \$300,000 libel damages, claiming that Pearson had made statements which linked Howser to gambling. The suit is still pending.

Pearson said that the alleged slander had injured his good name, had brought him "into disgrace", and had lessened the value of his news articles and commentaries. Pearson said that his reputation for "accuracy and integrity" constituted a business asset.

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NAB ADOPTS RESOLUTION APPROVING McFARLAND BILL

A resolution was adopted by the Board of Directors of the National Association of Broadcasters at a special meeting of that group in Washington last week approving the McFarland Bill (S.1973), NAB General Counsel Don Petty has told the House Interstate and Foreign Commerce Committee.

Mr. Petty, speaking on behalf of the NAB, told that Committee last week that "It is the hope of the members of the National Association of Broadcasters that this bill will be enacted in accordance with the suggestions made herein." Mr. Petty was referring to a proposal that Section 8 be amended to "provide for oral argument before denying a protest in cases where an application has been granted by the Commission without hearing."

In commenting on Section 11 of the bill, Mr. Petty stated that "The inclusion of revocation for violation of a treaty, which appears here for the first time, places the broadcaster on the horns of a dilemma should Congress pass a subsequent act at variance with the provisions of any treaty which in any way affects radio broadcasters."

Other suggestions offered by Mr. Petty in regard to this section were "that revocation proceedings be tried in the district court in which the station is located" and "that the Committee give consideration to establishing a reasonable statute of limitations to revocation proceedings."

In suggesting a solution to the problem found in the section (18) dealing with the application of the provisions of the Administrative Procedure Act to all proceedings under this Act, Mr. Petty stated: "It is obvious, of course, that the issuance of broadcast licenses by the Federal Communications Commission does not come within the reason for this exception. It is still not clear even in the recent amendments of the Commission's own rule whether or not the Commission considers its initial licensing activities to be governed by the provisions of the Administrative Procedure Act."

In view of that fact, Mr. Petty suggested that problem might be solved by specifying in this bill that the action of the Commission with regard to the granting of broadcast licenses and permits shall not be deemed to be "initial licensing" within the meaning of that term where it appears in the Act.

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Production of radio receivers in the United Kingdom totaled 1,344,000 sets during 1949, compared with 1,632,000 sets in 1948 and 1,980,000 in 1947, according to Foreign Commerce Weekly.

Television receiver production amounted to 211,200 units in 1949, 91,200 in 1948, and 28,400 in 1947.

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DENIES CAPEHART RENOMINATION, THOUGH UNOPPOSED, COST \$91,961

There was printed in our issue of August 2 an item from the Terre Haute, Ind., Star that the Citizens' Committee for Capehart, supporting U. S. Senator Homer E. Capehart of Indiana, who was unopposed for the Republican nomination in Indianapolis, listed \$99,679 in receipts and \$91,961 in expenses. Senator Capehart was renominated for a second term at the Indiana G.O.P. State convention June 30. The report went on to say:

"Expenditures listed by the Committee included \$35,492 for publicity and advertising; \$26,151 for salaries and wages of office personnel; \$22,608 for other office and miscellaneous purposes, and \$7.700 to the G.O.P. State Committee.

"The Capehart Committee listed a \$11,600 item for Stephen G. Noland, former editor of the Indianapolis News, in its publicity expenses. Noland toured England last Winter and later wrote a series of stories describing conditions in Socialist Britain."

There was an immediate denial by a spokesman closely in touch with the situation who said:

"This, of course, was an unfortunate newspaper story because the Citizens Committee for Capehart, I doubt very, very much, spent even \$1,000 in renominating Homer Capehart, but they did spend about \$90,000 doing what the Republican State Committee should have done and would have done, if they had had the money.

"What the Citizens Committee for Capehart really did and spent their money doing was general publicity for the entire Republican ticket, and for good American Government.

"For example, they mailed out over a million pieces of literature, not about Homer Capehart directly or indirectly, but covering many subjects in respect to good government and the trend in this country toward Socialism.

"The Committee also paid for -- I think it was -- some twenty 15-minute radio programs on twenty-three stations, which cost an average of about \$1,200 a week; and there wasn't a single mention of Homer Capehart's name in any of the programs, but rather it was a program warning the people of Socialism.

"The Committee also paid for syndicated advertisements in ninety Indiana papers each week for twenty-nine weeks which papers had a total circulation of about two million.

"The Committee also, of course, paid for broadcasting the seven Capehart-Jacobs debates over twenty stations for seven nights straight.

"Therefore, none of the money was spent for Capehart's renomination, but for general publicity for the Party."

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NBC'S 8-H RADIO STUDIO, CENTER THEATRE TO BE USED FOR TV

The famous concert studio 8-H of the National Broadcasting Company in Radio City will be rebuilt as one of the world's largest television studios. This is part of a gigantic program of building expansion in television being carried on by the NBC.

The leasing and transforming of the Center Theatre, the re-building of the Hudson Theatre and the re-construction of studios 3-A and 3-B in Radio City as television studios will give NBC two new theatres and three additional studios for television program production. As part of the expansion and building program a new master control for television also is being constructed.

All of the structure inside of Studio 8-H will be removed. A new overhead of steel construction will utilize 30 tons of steel. The balcony of the studio will be rebuilt as a control room, observation room and dressing rooms. The area of the studio will be 10,000 sq. ft. of usable space. The dimensions will be 76 feet wide, 130 feet long and 34 feet high.

Studios 3-A and B will be in operation by Labor Day. The work on the Center Theatre and Hudson Theatre will be completed in about a month. The 8-H project will take several months.

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U.S. EMERGENCY RADAR NET ALREADY GUARDS AGAINST RAIDS

An emergency radar network protecting the Nation's vital industrial and security centers now is in full operation against a possible sneak air attack, an Air Force spokesman revealed to the United Press Monday (Aug. 14).

Set up with World War II equipment, he said, these defenses will serve adequately until a permanent radar super-network can be completed. Air bases for speedy interceptor planes are part of the present plan.

"This emergency defense does not give complete coverage of the Nation", he said. "But it's concentrated on those areas most vital to the security and industrial potential of the war effort."

It was recalled that, despite this protection, in the last war some 75 percent of the bombers could be expected to get through if the attack were pushed in a determined manner.

The Air Force spokesman described the present radar defense as operating in two main rings. The outer ring extends along the Canadian border and at least half-way down the Atlantic and Pacific coasts. This would guard against planes flying the North Pole route from Russia.

Inner rings provide specific protection for key areas in the northeast, central and northwest regions.

The Air Force also is working on the permanent \$85,500,000 aircraft and radar control system authorized by Congress in March, 1949.

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REMINGTON RAND, CBS TO PRODUCE INDUSTRIAL COLOR TV EQUIPMENT

Color television for industrial, business, hospital, governmental and military use will be a reality in a few months through an unusual cooperative agreement concluded today (Wed., Aug. 16) between Remington Rand, Inc., the world's largest manufacturer of office machines, business and industrial equipment, and the Columbia Broadcasting System, developer of the CBS system of color television.

Under the agreement CBS will provide the designs of the equipment, Remington Rand will manufacture and sell, CBS will perform the testing functions, and Remington Rand will then take over distribution and installation. Existing organizations of both companies will be utilized for the project, and for the time being no expansion will be required.

The arrangement does not at the moment cover the use of the new color television equipment for color broadcasting to the public in view of the fact that the Federal Communications Commission has not yet rendered a decision in the color television case. However, the equipment can be used for color television broadcasting in the event commercial standards for the CBS color system should be authorized. The equipment is designed to operate on the standards recommended by CBS to the Federal Communications Commission.

The newly-designed equipment, to be marketed under the name of "Vericolor", will comprise a simple, compact, lightweight, single-operator color camera, a control unit with its own color monitor, and as many additional color monitors as may be required. Models of the various components were shown to the FCC last Spring during the color television hearing.

Remington Rand has been manufacturing and distributing black-and-white television equipment for industrial use under the name "Vericon". The new Vericolor television equipment is expected to be ready for delivery this Fall.

The Remington Rand-CBS arrangement contemplates intensive development of new fields for the broader employment of color television. Initially it is expected that the most common use will be for the teaching of surgical and medical procedures and for employment in dangerous industrial processes including atomic production and research

Frank Stanton, CBS President, commenting on the arrangement between the two companies, said: "We are particularly happy about this arrangement because of Remington Rand's long and successful record in the field of business and industrial equipment. The Remington Rand experience in manufacture, and the fact that it already has a widespread sales and service organization throughout the world, will act as a tremendous stimulus to the employment of color television in many fields."

The Vericolor camera occupies only one-half a cubic foot of space and is one-fifth the size of the cameras normally used in black-and-white television. The camera weighs only thirty-two pounds,

less than one-half the weight of standard black-and-white cameras.

The color pictures originated by the Vericolor equipment can be transmitted over the intercity relay facilities of the telephone company as circuits become available. By this Fall it will be possible to originate a color picture in New York, for instance, and have it appear in full color in all the major markets of the East, Southeast, and Midwest as far as Kansas City. Extension to the West Coast is expected by the end of 1951.

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RTMA AND IRE JOINT MEETING TO DISCUSS RADIO, TV DEVELOPMENTS

Latest technical developments of radio and television equipment and components will be discussed by the country's leading electronic engineers at a three-day gathering during the annual Radio Fall Meeting, Oct. 30-Nov. 1. The annual meeting of radio engineers is sponsored jointly by the Institute of Radio Engineers and the Radio-Television Manufacturers' Association's Engineering Department. This year's meeting will be held at the Hotel Syracuse, Syracuse, New York.

Featuring technical sessions in both mornings and afternoons, the meeting will be climaxed by a dinner on Tuesday evening, Oct. 31. RTMA President Robert C. Sprague will deliver the feature address and Dr. W. R. G. Baker, Director of the RTMA Engineering Department will serve as toastmaster.

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HIGGINS, WMOA, MARIETTA, O., SUCCEEDS MITCHELL AT BAB

Hugh M. P. Higgins, an NAB veteran and presently a station operator in Marietta, O., is the new Director of the Broadcast Advertising Bureau, succeeding Maurice B. Mitchell.

Appointment of Mr. Higgins was made yesterday (Tues., Aug. 15) by William B. Ryan, General Manager of the National Association of Broadcasters, of which BAB is the sales arm. Mr. Higgins will report to his new post Sept. 1.

He becomes the fourth Director of the Association's Sales Department since the BAB was organized as a part of the NAB in 1940.

Mr. Ryan said that Mr. Higgins plans to devote his full attention to development of present services of BAB, and to expanding those services, during the next few months.

Mr. Higgins has had a distinguished career in sales promotion, Association work and station management, climaxed now by his assumption of the BAB responsibilities.

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MAC ARTHUR WANTS CENSORSHIP GENERAL; RADIO, PRESS PRAISED

General MacArthur's headquarters wants whatever censorship is imposed in the Korean war zone to apply to newsgathering in the United States as well, officials in Tokyo said Monday (Aug. 14)

This counterproposal from Tokyo came as the Pentagon, backed by even higher Washington officials, was urging MacArthur's headquarters to put into effect a censorship-for-military-security.

So far as is known, no mandatory order has gone forth from Washington to the Tokyo and field commands. Dispatches up to now apparently have been couched in terms of recommendations or suggestions.

Voluntary curb on certain reports of movements of Air Force-Army-Navy units within U.S. asked Friday of radio and press by defense officers during regular Korean "briefing" session at Pentagon.

Army official, who said he knew of "no breach" thus far, added praise for radio and press for past cooperation in not using roundups of National Guard and reserve units called to service. He urged curbs "to make it more difficult for hostile intelligence . . . to find out what is going on . . ."

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GE COULD DOUBLE LAST WAR'S OUTPUT IF MOBILIZATION CALLED FOR

In the event of all-out mobilization, the General Electric Company is in a position to produce substantially double what it produced during World War II, Charles E. Wilson, G-E president, declared recently.

He said that with its postwar expansion program completed and production currently at record-breaking levels, the company is far better prepared than at any other time in its peacetime history to meet demands upon it by the Armed Services. Mr. Wilson revealed that because of the current emergency, the company has accelerated its mobilization planning, an activity which was resumed shortly after the end of World War II.

He said that approximately 20 per cent of General Electric's current business is defense work. The company had a substantial backlog of defense contracts long before the Korean War, but some of these have now been increased, he pointed out. Details cannot be revealed for security reasons.

Among the equipment produced by G.E. for the Armed Services are aircraft jet engines, gunnery systems for both aircraft and ships, radar, aircraft instruments, marine propulsion equipment, generators, motors, control equipment, and others. Research and development projects which the company is performing for the Armed Services include work on guided missiles for Army Ordnance.

The company's work for the Atomic Energy Commission includes operation of the Hanford Works, Richland, Wash., where material is

produced for atomic bombs, and the Knolls Atomic Power Laboratory, at Schenectady, N. Y., which is performing design and development work leading to a land-based prototype of an atomic power plant for ship propulsion application.

"Our best preparation for any general emergency has been our \$500,000,000 expansion program to meet the unprecedented demands for both industrial and domestic electric equipment, our new strength in trained personnel in all phases of the company's operation, and our augmented supply lines from vendors and subcontractors", Mr. Wilson declared.

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EUROPEANS ARE GIVING US THE LAUGH OVER KOREA, BROOKS REPORTS

William F. Brooks, NBC's Vice President in Charge of News and International Relations, gave American listeners a report on the effects of the Korean war on the Europeans. He is overseas now, conferring with NBC's correspondents there. Speaking on the "World News Roundup" conducted by Lockwood Doty Mondays through Fridays at 8:00 A.M., EDT, Mr. Brooks said:

"The contrast between American and European reaction to the Korean war is so startling to a traveler from the States that it is difficult to appraise. A few days in England and a few days in France, however, are enough to demonstrate that distance from the scene of action is a great factor in any feelings about an international crisis.

"Europe for once is in the same position as the U.S. in 1914 and 1939. Then, Europe was a far-off place as far as most of the people in the States were concerned. We came into World War I three years after the British and the French; we were two years after them in World War II. Naturally, war-wearied Europe now gets a quiet bit of glee in the fact that the major burden of the present situation in the Far East falls on the U.S.

"Last week an editor of the Evening Standard in London headlined a story 'The Yanks Are on the Run Again!' One of the American press associations picked it up and sent it to the States, complete with captions. Lord Beaverbrook, who was in New York, cabled back a request for the young editor's resignation, which demonstrates that the thoughtful people of Europe realize the seriousness of our position."

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LARGE TV PICTURE TUBES CONSTITUTE 89% OF RTMA SALES

Large type television picture tubes -- 14 inches and over -- now constitute more than 89 percent of cathode ray tube sales to TV receiver manufacturers, the Radio-Television Manufacturers' Association reported last week. Manufacturers' purchases of picture tubes in this category amounted to only 15 percent at the end of last year. The popular 12 through 13.9 inch tube of last year amounted to only 10 percent of sales to manufacturers in June, RTMA said.

June sales of cathode ray tubes to set manufacturers as reported to RTMA showed a total of 566,942 tubes valued at \$15,054,810 compared with 599,667 units valued at \$14,260,114 in May.

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⋮⋮⋮
⋮⋮⋮ SCISSORS AND PASTE ⋮⋮⋮
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Radio Aids Fire Inspections; Makes People Fire Conscious
("Fire Engineering")

Although many cities having radio-equipped apparatus conduct what may be termed "company group inspections" on a regular schedule, the Rockford Fire Department employs its radio mobile units somewhat differently.

If any of its companies is short-handed, due to special details, sickness or other factor, the company then resorts to "group company inspections", utilizing its own apparatus and two-way radio.

In general, the procedure is the same used by other communities; the apparatus is driven to the site, or area to be inspected. The truck is placed strategically with relation to the property to be surveyed so that its crew can most easily and quickly reach it from the points of inspection when summoned, and the apparatus can make a quick, unimpeded get-a-way in response to the alarm, after the men have boarded the unit.

One man, usually the driver of the rig, is stationed with the apparatus. An alarm of fire is picked up by the radio receiver in the vehicle and if it is from a location to which that company unit would normally respond, the driver merely sounds his siren to summon the men back to the rig. In some cases, where an industrial plant or other premises of some extent is being inspected, and because of area, or noise the members of the crew might not be expected to hear the driver's signals for their recall, arrangements are made with occupants of the premises to immediately notify the inspectors by relaying the signal to them wherever they may be on the premises over the plant P.A. or other signal system. However, by planning the inspection route beforehand and keeping men within the prescribed "hearing distance" it is seldom the warning recall signal is not quickly picked up.

This type of inspection has a lot of value beyond the actual checkup of the premises, in the opinion of Chief Swanson. When citizens and employees of the establishment or institution being inspected see the apparatus, it has a tendency to arouse interest in people's minds and make them fire conscious. Citizens in the street will ask firemen questions regarding fire hazards they might have in their home or tell the firemen where fire hazards might exist. There have been numerous instances where a fire truck would pull into the middle of a business block and the men start their inspection work and by the time the inspectors have reached the other end of the block, merchants or heads of other establishments to be, or believed about to be, inspected will have their places in good order.

Chief Swanson believes matters have reached a point where he could park a fire truck in almost any block in his city and would not have to send a man into a place of business because just the sight of the apparatus has such a salutary affect on the property owner or occupant.

"We Interrupt This Broadcast To Tell You - "
("Long Lines")

One interesting fact about the 1849 gold rush was the time it took for the news to spread. While Jim Marshall, who made the original discovery at Sutter's Mill in January, 1848, and his employer, John Augustus Sutter, were not very successful in keeping their find a secret, it was not until the middle of March that the news was known in San Francisco, and not until August 19 that the old New York Herald informed the East of the gold strike. Then, several months passed before enough convincing information had been received in the Midwest and East to start the gold rush of 1849.

As an interesting communications contrast, let's suppose that this discovery of gold happened today. Think of the part the Long Lines and the Bell System would play in carrying the great news to the world and in helping speed the rush later to the West. Here's about the way it would be:

Out in California, Jim Marshall is still beaming lovingly at his first gold when the flash about his discovery reaches the key stations of the big radio broadcast chains. Announcers grab the teletyped reports and exclaim into microphones: "We interrupt this program to bring you some exciting news! Gold has been discovered in California!"

Meanwhile, Jim Marshall at Sutter's Mill has made a second discovery - that within a few hours he has become well-known not only in the United States but all over the world. By using Long Lines long distance and radiotelephone circuits and other means, foreign press groups and radio stations have obtained news of the gold discovery and have informed their readers and audiences. Even now, Jim is talking over a 6,000 mile telephone and radio channel to a newspaper reporter in London who wants to know more about the big gold strike.

Of course, Sutter's Mill by this time is alive with photographers. They have made pictures of the gold, the place where it was found, Jim Marshall, Captain Sutter, and Jim Brown, a young Indian who brought a plate for Marshall to put the gold in. Many of these photographs have already been sent by telephoto over Bell System facilities to a great many newspapers which will be publishing them this afternoon and tomorrow morning. By morning, probably a majority of the people in the country will know what Marshall looks like because the picture agencies which use these telephoto facilities serve newspapers with 75 percent of the daily circulation in the nation.

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A "Grin and Bear It" cartoon by Lichty shows an office of "Radio Moscow - Voice of Russia! - Is Only Network With No Vice President"

The fat broadcaster at the desk before a microphone, says "Voice of Russia winning war of words . . . have shown we can take Korean towns faster than Voice of America can pronounce them. . . "

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TRADE NOTES

A Dutch Foreign Office spokesman at The Hague last Monday (Aug. 14) said the International Telecommunications Conference scheduled to open in September has been called off "because of the international political situation".

Westinghouse television and radio division announced last Monday at Sunbury, Pa. price increases ranging from \$10 to \$30 on eight models in the 1951 television line and increases of \$1 to \$30 on five radio models.

The company said increased production expense, included sharp rises in certain component costs, made the adjustment necessary. But it added an across-the-board boost was avoided by analysis of the costs incurred in manufacturing each model.

A newcomer appeared on the Chicago skyline last week with the erection of the one hundred, three foot Zenith Phonevision antenna on the roof of the Field Building. Weighing four tons minus equipment and six tons fully equipped, the mast is said to be the largest TV antenna in the United States, erected to date.

One 22 foot long, one tone steel tube took 13 hours to hoist into place. When completed the five bay, super turnstile antenna Channel 2 will transmit 1000 watts.

Three experts in the field of mass communication -- Brig. Gen. David Sarnoff, Chairman of the Board of the Radio Corporation of America; Senator William Benton (D., Conn.) and Harold Lasswell -- will ask and answer the question "Can We Defeat the Propaganda of International Communism?" on NBC's "University of Chicago Round Table" broadcast Sunday, Aug. 20 (network except WNBC, 1:30 P.M., EDT; WNBC only, Saturday, Aug. 26, 1:30 P.M., EDT).

General Sarnoff is a world leader in the field of communications. Benton, former Assistant Secretary of State, is an advertising expert. Lasswell, professor of law at Yale University, is a specialist in the techniques of propaganda.

A five-man Legislative Committee, under the Chairmanship of John W. Van Allen, RTMA General Counsel, was named last week by President Robert C. Sprague of the Radio-Television Manufacturers' Association to represent the Association on legislative matters. Other members of the RTMA Committee are: Frederic J. Ball, Crosley Division, Avco Mfg. Corp.; Philip Dechert, Philco Corp.; Samuel Ewing, RCA Victor Division, John W. Steen, Westinghouse Electric Corp.

James Roosevelt will "Meet the Press" over the NBC television network Sunday, Aug. 20 (5:00 P.M., EDT). The son of the late F.D.R., Roosevelt is now a leading candidate for the governorship of California. He will be interviewed by a panel which will include Warren Francis of the Los Angeles Times, Frank McNaughton of Time Magazine, Ernest K. Lindley of Newsweek magazine, and Lawrence Spivak of the American Mercury magazine.

The Transit Riders' Association of Washington, D. C. announced Monday (Aug. 14) that it will discontinue prosecution of its case against radios aboard local streetcars and busses and will instead support similar suits brought by Attorneys Franklin S. Pollak and Guy Martin.

Claude N. Palmer, President of the Association, said that for "technical legal reasons" Pollak and Martin are in a better position to maintain court action.

The cases are now before the Federal Communications Commission and the United States Court of Appeals in Washington.

President Truman extended personal greetings to the peoples of the Associated States of Indo-China last Thursday during the first Voice of America broadcast in the Vietnamese language.

The message, pre-recorded in the President's own voice, said the United States economic assistance program for Indo-China "is designed to stimulate conditions compatible with their religion and culture which will best serve the interests of the people."

It was followed by a Vietnamese translation. The program increased to 25 the number of languages utilized by the Voice of America in its world broadcasting service.

Mr. Truman said "military assistance is also being extended to provide the internal security for a vigorous, healthy and prosperous life in Viet Nam, Laos and Cambodia."

Due to substantial increases in production and material costs, list prices have been raised in Raytheon's 1951 television receivers. The higher list prices amount to \$10 to \$30 per set and average 5 to 7 percent above previous prices.

G. L. Hartman, General Sales Manager of Belmont Radio Corp., Chicago -- subsidiary of Raytheon Manufacturing Co. and producer of Raytheon TV sets -- said the price raise was made "reluctantly". It was forced by higher costs of materials and components, which in some cases have gone up as much as 15 per cent.

Exports of radio receiving sets from Norway amounted to 31,516 units in 1949. The principal countries of destination were: Netherlands, 22,158 sets; Turkey, 4,781 sets; and Sweden, 2,070 sets.

Joseph J. Burton, former Promotion Director of the Washington Daily News, has joined the WWDC-FM staff as an account executive. In Washington, WWDC-FM is synonymous with Washington Transit Radio, Inc.

Marshall N. Terry, Vice President in charge of Merchandising for Crosley Broadcasting Corporation, has resigned as of August 15, to devote full time to outside business interests.

Sales of Philco Corporation in the first six months of 1950 totaled \$147,012,000 and net income was \$6,675,000, which was equivalent, after preferred dividends, to \$3.86 per common share.

In the first six months of 1949, sales totaled \$103,267,000 and net income was \$1,998,000 or \$1.08 per common share after preferred dividends.

In the second quarter of 1950, sales of Philco Corporation were \$67,525,000 and earnings were \$2,598,000 or \$1.49 per common share after preferred dividends.



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NILES TRAMMELL

Antennas Indicate How Eagerly Middle West Reaches Out For TV.....1

Age No Barrier To "Bill" Hassett, Atwater Kent Vet, With H.S.T....2

Psychiatrists Open Own FM Station.....2

N.Y.-Chicago Radio Relay, World's Largest; Coast TV Starter.....3

Sarnoff, Benton, Would Counter-Attack Red Propaganda.....4

Soviet Spy Radio Stations Sought In North Mexico.....4

Harrison, I.T.& T. Pres., Mentioned For Top Defense Controls Job...5

"Meet Press" Sues Mutual On Contract.....5

NAB Asks Industry To Underwrite Rate Structure Survey.....6

Television In London Busses.....6

\$975,000 Radio-TV Price Paid By Gillette For World Series.....7

Clark Leads Sen. Taylor By Only 899 Votes.....7

Television Sets In Urban Homes May Be 5,000,000 Or More.....7

Westinghouse Would Solve Color TV With Mirrors.....8

RCA Relinquishes Four Trade-Marks To Radio, And TV Industry.....8

Radio Crook Lands In Jail In New Quiz Program Racket.....9

Indie Motion Picture Producers' Head Not Worried About TV.....9

Eisenhower To Open Radio Free Europe Crusade.....10

Floating "Voice" Stations Considered In Propaganda War.....10

TV Crosses English Channel; Other Images Clear 80 Miles At Sea...10

DuMont Testified Against TV Tax In Senate.....11

Apgar, World War I "Ham", Dies; Broke Sayville Code.....11

Theatre Owners See TV As Supplement Only.....12

Axis Sally, Radio Traitor, Moved To Fenced-in Jail.....12

Scissors and Paste.....13

Trade Notes.....15

August 23, 1950

ANTENNAS INDICATE HOW EAGERLY MIDDLE WEST REACHES OUT FOR TV

by Robert D. Heinl

Doubtless the situation is the same in other parts of the country but the trail of television antennas seen on a motor trip which this writer has just made from Washington, D. C. to Indiana over the National Road (Route 40) was one of the most amazing features. All the more remarkable was that many were upwards of 50 miles away from the station or stations they were trying to get. Reception, of course, varied with the distance, altitude, weather conditions, etc., but regardless of the quality of the picture regularly received, if any, those making the effort invariably showed tremendous interest and great perseverance - much the same as in the early days of radio when we would sit up all night trying to tune in the West Coast.

Where once Abraham Lincoln journeyed back and forth to the Capital in a stagecoach through Maryland, over the Alleghenies, West Virginia, Pennsylvania, Ohio, and Indiana, you might say is now almost lined with television antennas. Antennas with cross-arms double, triple and even quadruple the number and many times the height of those ordinarily seen in the cities. One mast on the outskirts of Cumberland, Md., had so many cross-arms and was so high that it almost bent double. Another mast along the route must have been 50 ft. high with perhaps a dozen loops and cross-arms.

Practically every tavern proclaimed it had television (whether it did or not) but the number of masts over the mountaineer and farmer homes were not far behind. It was noticeable that no house was too humble to have its television antenna. Here one frequently saw homemade antennas, often of the most fantastic design. Automobile trailer camps, too, provided themselves with antennas - some for group television receivers and others connected with individual trailers.

The cream of the seeing and listening area was, of course, in the Alleghenies although transmitting stations were frequently far away. A spot which reported excellent reception was the Summit Hotel at the top of Uniontown, Pa. Mountain at a height of perhaps 3,500 feet. Pittsburgh roughly 40 miles to the north with Station WDTV was largely depended upon here.

Unusual distances were reported from the top of Big Savage Mountain, at an altitude of 2,850 feet, 2 miles west of Frostburg, Md. At Big Savage, it was said that Stations WBAL-TV and WMAR-TV from Baltimore, and WTOP-TV, WNBW, WTTG, and WMAL-TV, Washington, D.C. each over 100 miles distant, were from time to time satisfactorily received.

Nor were antennas more numerous per capita in the mountain regions than on the flatlands. They fairly blossomed forth on the route through Zanesville, Columbus, where TV station WNBS is located, and Springfield, Ohio, and Indianapolis. The last named is also served by WTTV in nearby Bloomington, Indiana, home of one of the large RCA Manufacturing plants, and said to be the smallest city in the United States to have a television station. Terre Haute, Ind., reported best reception from Indianapolis, WFBM-TV, and Cincinnati WLWT-TV.

Yet with all these antennas lining the most travelled automobile route from Washington to the Middle West, it was interesting to find the large number of people who either never saw first class television pictures or, in fact, any at all. Nevertheless, the antennas blossoming forth almost continuously on both sides of the road are surely an indication of how eagerly the people in that part of the country if not across the entire United States are reaching out for television.

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AGE NO BARRIER TO "BILL" HASSETT, ATWATER KENT VET, WITH H.S.T.

William D. Hassett, former Vermont newsman and later well-known radio publicity man who was taken into the White House secretariat by President Roosevelt and retained by President Truman, will stay on the job when he passes his 70th birthday Aug. 28. The President has set aside mandatory retirement for him.

A newspaperman in Washington and abroad for many years, Mr. Hassett was appointed assistant to Stephen B. Early in 1935 and later became secretary in charge of correspondence. Mr. Hassett handled publicity on the old Atwater Kent broadcasts.

Mr. Hassett was the top member of the White House secretariat with President Roosevelt when the latter passed away at Warm Springs. He had left some papers for the President to sign and when he went back a few minutes later the President was dead.

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PSYCHIATRISTS OPEN OWN FM STATION

The Institute of Living in Hartford, Conn., began broadcasting over its own radio station WIOL, last week. The station's power is limited to the campus of the institute, which is located close to the center of Hartford. The new station is believed to be one of the first in the country operated by a psychiatric institution.

The station is on the air several hours a day broadcasting news, special features and recorded music to guests at the institute. Special talks and musical programs by members of the hospital staff are planned. Sunday religious services also may be broadcast.

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N.Y.-CHICAGO RADIO RELAY, WORLD'S LARGEST; COAST TV STARTER

Communications history will be made September 1 when the Long Lines Department of the American Telephone and Telegraph Company places in regular service its new radio relay system between New York and Chicago. Used on a stand-by basis in recent weeks, the new super-highway of communication is the first link in a relay system that will eventually span the continent.

Capable of carrying hundreds of telephone conversations and several television programs, the new system will augment existing coaxial cable routes to the Midwest, strengthening one of the most important backbone routes in the nation's network of communications.

Built at a cost of approximately \$12,000,000, the new route is the longest chain of radio relay stations in the world. Video signals or telephone messages span the 838-mile route in a series of 34 hops of about 25 miles each, all quicker than the blink of an eye. En route, the system also provides additional service to such intermediate points as Pittsburgh, Johnstown, Cleveland and Toledo.

When the radio relay system has been extended from coast to coast, it will provide another large capacity route along which any type of communications can be flashed across the nation. Construction is now completed and exhaustive tests are being made on the relay system from Chicago to Omaha. This 458-mile leg will be ready for service September 30.

Construction of the Omaha-Denver section got under way last April and installation of the complex microwave relay equipment is to begin soon. Tests for relay paths between Denver and the coast are now finished and construction of the relay stations across the Rockies and Sierra Nevadas and Coastal Ranges is in the preliminary stages. Service on this western section will be available late next year, according to the latest estimates of the Bell Engineers.

Microwaves behave much like light waves in that they are effective only to the horizon. For this reason the stations are built within line-of-sight of each other. The radio relay stations between New York and Chicago are from 60 to 200 feet in height depending on the terrain. Generally, in hilly or mountainous areas the smaller stations can handle the job because they take advantage of the natural elevation. Taller structures are usually needed to get the necessary line-of-sight in flat or gently rolling countryside.

At New York, the picture-carrying signals are flashed from a 10-foot square antenna atop the Long Lines building to the first relay station in New Jersey. The microwave antenna shoots the radio energy in a very narrow line similar to the beam of a searchlight.

This invisible radio beam, obtained by the use of a highly efficient metal lens, enables the telephone company engineers to project the signal with a transmitter power of only 1/2 watt, about the same power needed to operate a small flashlight. If the special lens

were not used, it would take a transmitter of 25,000,000 watts to produce a signal of the same strength at the receiving antenna of the next station.

The microwave signals flow through wave guides (hollow rectangular pipes) to the radio amplifying equipment where they are boosted back to original strength and shot out through another lens-equipped antenna to the next station. When radio relay channels are used for telephone messages, additional equipment is provided at the terminals to screen out the hundreds of telephone conversations, each of which rides the microwaves at a different frequency.

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SARNOFF, BENTON, WOULD COUNTER-ATTACK RED PROPAGANDA

Brig. Gen. David Sarnoff, Chairman of the Board of RCA, and U. S. Sen. William Benton (D., Conn.) have urged that the U. S. immediately launch a defensive counter-attack against Communist propaganda, and follow it up with a full-fledged, world-wide psychological offensive.

Gen. Sarnoff and Sen. Benton, with Prof. Harold D. Lasswell, of the Law School, Yale University, took part in a "University of Chicago Round Table" broadcast over the NBC last Sunday, Aug. 20, the subject of which was "Can We Defeat the Propaganda of International Communism?"

Sen. Benton proposed that the U.S. immediately invite special commissions of 100 people from every country in the world to spend 60 days in the U.S. to study and report back to their own people on the truth of Communism's claim that the U.S. is a "war monger, imperialist, and exploiter".

Gen. Sarnoff proposed that the United Nations, as well as the U.S. should have radio facilities "powerful enough to be heard throughout the world".

In waging what he called "Psychological Peace-Fare", Gen. Sarnoff said that the first task is to "tell the Big Truth about the Big Lie". Giving an example of the type of material being fed to the Russians from the propaganda mills, the General told of an article in "Red Fleet", a Communist magazine published as late as November, 1949, which reported: "American industrialists want to have all corpses skinned for use as leather. American cattle-growers are objecting to this because they don't like the competition."

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SOVIET SPY RADIO STATIONS SOUGHT IN NORTH MEXICO

Undercover agents are searching northern Mexico for clandestine radio stations, it was disclosed last week in a U.P. report, and one said the stations may be beaming information on United States troop movements to Russia.

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HARRISON, I.T.&T. PRES., MENTIONED FOR TOP DEFENSE CONTROLS JOB

William Henry Harrison, President of the International Telephone and Telegraph Co., was mentioned prominently this week in Washington for the top Commerce Department job in administering new defense controls over materials.

General Harrison has an extensive business background which led him to the post of Director of Production in the War Production Board. Then, as a Major General, he headed procurement for the Signal Corps during the war.

If he takes the Commerce Department post, he would be in charge of the priorities, allocation and inventory control of industrial materials. It is expected that the President will delegate these powers, contained in the Defense Production Bill now being debated in Congress, to the Department.

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"MEET PRESS" SUES MUTUAL ON CONTRACT

The owners and originators of the "Meet the Press" radio and video news forum announced yesterday (Aug. 22) that they will file suit for \$1,250,000 against the Mutual Broadcasting System, charging breach of contract and plagiarism of their program idea.

Martha Rountree and Lawrence E. Spivak, originators of the so-called "press conference of the air", said they had instructed their attorney, Maurice Smith of New York, to file the \$1,250,000 damage suit next Monday.

In a statement released to the press, Miss Rountree and Spivak asserted that Mutual "deliberately" canceled a "Meet the Press" contract which had two years to run and replaced it with a "flagrant carbon copy" called "Reporters' Round-up". The new program, they charged further, appropriates "not only the basic format", but uses "regular participants" of the "Meet the Press" show.

The Mutual presentation of Reporters' Roundup at the same time the next week following the last broadcast of "Meet the Press" "improperly represents and implies that it is a continuation - under a different title - of 'Meet the Press', and as such is unfair competition and a breach of faith as well as contract", the two declared.

The television version of "Meet the Press" is telecast over the National Broadcasting Company network and is separate from the radio version.

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NAB ASKS INDUSTRY TO UNDERWRITE RATE STRUCTURE SURVEY

In reply to a proposal by the Association of National Advertisers that drastic cuts be made in the rate structures of radio stations and networks, the National Association of Broadcasters is requesting the entire broadcasting industry to join together in underwriting a special survey designed to provide the true facts concerning this rate structure.

The special survey is being proposed to provide the true facts concerning the rate structure of all radio stations with reference to circulation as they compare with other advertising media and to evaluate the relation of station rates to station operating costs. It will not presume to determine individual station rates but rather to develop basic information to enable station operators realistically to evaluate the competitive position of their own medium and in turn to determine for themselves their individual rates with reference to all competitive media as well as in the light of their own station operating costs.

It was pointed out that in order for the survey truly to reflect the facts the maintenance of existing rate structures is essential. Stations will therefore be requested not to yield to pressures from organized groups of buyers pending the completion of the survey.

The NAB proposed that organizational details attendant to such a survey be undertaken immediately in order to enable the study to be completed by March 1, 1951.

In view of the fact that the Broadcast Advertising Bureau Committee of the NAB has recently completed its study resulting in the proposal that BAB become a separate corporation, it is felt that this Committee, headed by Robert D. Swezey, WDSU, New Orleans, La., would be well qualified to take over organizational details in connection with a survey of this type.

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TELEVISION IN LONDON BUSES

Television has been installed in buses traveling between London and outlying points, according to the London Daily Express, and passengers coming home at night from the seashore or other places will have "pictures all the way".

Six aerials, one receiver and TV screens on nine-inch tubes comprise the installation. The screens, one on each side, face the passengers on panels a little below the ceiling of the bus and back of the driver.

There is no extra charge. Television license holders in Britain are not permitted to collect a fee for TV entertainment.

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\$975,000 RADIO-TV PRICE PAID BY GILLETTE FOR WORLD SERIES

Television and radio broadcasting rights to the 1950 World Series went this week to the Gillette Safety Razor Company and the Mutual Broadcasting Company for \$975,000. Television cost the companies \$800,000, radio \$175,000.

The bid - near the million-dollar mark from a \$65,000 beginning in 1947 - was \$600,000 higher than last year.

Baseball Commissioner A. B. Chandler announced the deal Monday (Aug. 21) in Cincinnati.

From this money, the players' pension fund - an insurance annuity system that costs about \$200,000 each year to operate - will be paid.

Gillette and Mutual televised the 1949 World Series.

The whole thing is a far cry from the total receipts for the first World Series in history, that of 1903, when the "take" was \$50,000.

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CLARK LEADS SEN. TAYLOR BY ONLY 899 VOTES

With official returns from six counties still lacking, D. Worth Clark as of Aug. 20, held only a 899-vote lead over Senator Glen H. Taylor in their Democratic primary race for the Senate nomination. Returns, based on official results in thirty-eight counties and on unofficial returns from six counties, gave Mr. Clark 26,882 votes to 25,983 for Senator Taylor.

Senator Taylor's office in Washington refused to comment on reports that the close vote might call for a recount.

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TELEVISION SETS IN URBAN HOMES MAY BE 5,000,000 OR MORE

Of the nation's urban homes, 18.4 per cent now have television sets, according to the May, 1950, psychological barometer of 10,000 home interviews just made public. This figure represents a rise of 5.3 per cent over the 13.1 per cent figure obtained in the February barometer, the Psychological Corporation reports.

Projected to all American urban households, the latest figure means that 4,784,000 urban homes had television sets at the time of the survey. That projection is based, the study explained, upon latest United States census estimates of 26,000,000 urban households.

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WESTINGHOUSE WOULD SOLVE COLOR TV WITH MIRRORS

A mirror that reflects only one color is said by the Westinghouse Company at Pittsburgh to be hastening the day of color television.

By depositing ultra-thin lines of metallic compounds on clear glass, Westinghouse technicians are producing mirrors that "see" and reflect only one color - either red, blue or green. It's part of a research program aimed at uncovering new knowledge and techniques in the field of color television.

The mirrors are used at both the transmitting and receiving ends of the television system. At the transmitter they pick up the color picture from the camera and split it up into its three basic colors - green, blue and red. These are sent in proper sequence through the system. Another set of mirrors at the receiver "gather" in the colors and help regroup them in the color picture seen on the television screen.

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RCA RELINQUISHES FOUR TRADE-MARKS TO RADIO, AND TV INDUSTRY

Three of television's best known trade-marks and a famous miniature tube name are being voluntarily surrendered to the public domain by the Radio Corporation of America, it was announced last week by Frank M. Folsom, President.

Mr. Folsom said that the U. S. Patent Office has been requested by RCA to cancel its registration of these registered trade names: Iconoscope, first electronic "eye" of the television camera; Kinescope, picture tube of television home receivers; Orthicon, improved television pick-up tube; and Acorn, tiny radio tube now a commonplace in portable sets.

"Now that television has become established", Mr. Folsom declared, "RCA finds gratification in the fact that the industry uses these names in a generic and descriptive manner. In relinquishing our registrations for the benefit of the industry, we are following RCA's traditional policy of stimulating progress in the radio and electronic fields."

The three television trade-marks are of Greek derivation. Kinescope, registered by RCA in 1932, stems from "kineo", meaning "to move", and "scope", signifying "observation"; Iconoscope registered in 1935, incorporates the Greek "icon", meaning "image"; Orthicon, registered in 1940, employs the prefix "ortho", meaning "direct".

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RADIO CROOK LANDS IN JAIL IN NEW QUIZ PROGRAM RACKET

A swindle concocted in equal parts of super salesmanship, radio quiz programs, the universal desire to achieve quick wealth and a play upon the feelings of minority groups ended with an arraignment in Mid-Manhattan Magistrate Court in New York City this week.

Brought before the courts was 59-year-old Henry Davis of Orange, N.J., a man with a criminal record for twenty-five years. Detective John Sheehan of the Main Office Squad, assigned to the case for two months, outlined the pattern of Davis' campaign.

Representing himself as a salesman of an encyclopedia, Davis would go to the home of a family in a minority group. He would tell them that his concern was angered because radio quiz programs were discriminating by not directing telephone contest calls to members of their group. Then he would tell them that if they bought the encyclopedia his concern would arrange for a quiz program to call. They would then be asked three questions. He assured them that he would inform them on which page of the encyclopedia they would be able to find the answers.

That very evening a new automobile would be standing in front of their house. And two days later Davis said, he personally would bring over the remainder of the \$5,000 in prizes.

The scheme worked well. Complaints against the swindler were made in many parts of the country. The encyclopedia concern and several radio quiz programs appealed to the police, and several New York detectives were assigned to the case.

The break came in Albany. Davis, an inveterate horse player, had visited Saratoga and gone broke. (Police estimated that he lost \$750,000 on the horses since he was first convicted of grand larceny in 1925.) In order to raise cash, Davis went to Albany to work his scheme. But the housewife that Davis visited there already owned the encyclopedia in question. Because she had paid \$10 less for her set than Davis asked, she notified the police. Davis was arrested and brought to New York.

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INDIE MOTION PICTURE PRODUCERS' HEAD NOT WORRIED ABOUT TV

I. E. Chadwick, President of the Independent Motion Picture Producers' Association, upon returning to Hollywood last week from a four months' speaking tour of the country expressed surprise that theatre grosses generally were so good. "There are a few weak spots", he said, "due mostly to local conditions. And surprisingly, I found not so much alarm about the effects of television on the box-offices as I had been led to believe. There is no panic about it, and there is no substantial basis for fears. Grosses are only off about 10 percent from the peak."

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EISENHOWER TO OPEN RADIO FREE EUROPE CRUSADE

Gen. Dwight D. Eisenhower's address opening The Crusade for Freedom, a nationwide campaign to mobilize the American people for getting the truth to countries behind the Iron Curtain, will be broadcast over the Columbia Broadcasting System and other major networks on Labor Day, Monday, Sept. 4 (CBS, 11:15-11:30 P.M., EDT).

This will be General Eisenhower's first major address since the outbreak of the Korean war and he will offer his views on the crisis.

During The Crusade for Freedom, which will run for six weeks and is based on an idea of Gen. Lucius D. Clay, millions of Americans will be asked to sign pledges affirming their belief in the cause of world freedom, and to participate, through small contributions, in the campaign to counter Communist propaganda through broadcasts over facilities of Radio Free Europe.

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FLOATING "VOICE" STATIONS CONSIDERED IN PROPAGANDA WAR

Ships converted into floating radio stations may be used to beam Voice of America broadcasts into iron curtain countries as part of this country's new psychological warfare program, informed sources revealed to the Washington Post.

Officials are considering the idea as one step in the proposed \$89,000,000 "campaign of truth" against Communism. But the plans are still highly tentative, informants said.

Another idea is to distribute thousands of low-cost, mass-produced radio receivers in Communist-controlled areas. David Sarnoff recently stated he believed RCA can produce such receivers for \$2 each. Officials here say 50,000 of them could be got into Communist countries.

Voice of America ships might be stationed in the Baltic, Red Sea, Persian Gulf, Mediterranean and Pacific near China and Russia.

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TV CROSSES ENGLISH CHANNEL; OTHER IMAGES CLEAR 80 MILES AT SEA

The first television pictures ever sent across the English Channel were received in London last week from a portable transmitter in a public square in Calais, France. The pictures sent, as a test, showed scurrying Calais pedestrians. Three relay points were used for the transmission, which was a warmup for a public cross-channel television display on Aug. 27, centenary of the first cross-channel cable.

Clear, steady television pictures were reported received on a Zenith TV set 80 miles at sea recently on the Furness Line's "Queen of Bermuda".

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DuMONT TESTIFIES AGAINST TV TAX IN SENATE

The Treasury's proposed excise tax on television receiving sets is contrary to the public interest and would be a burden on a new industry, Dr. Allen B. DuMont, Chairman of the Excise Tax Committee of the Radio-Television Manufacturers' Association, testified last week at a hearing before the Senate Finance Committee.

Dr. DuMont stated:

"The public interest values inherent in television must be weighed against the one reason offered by Secretary of the Treasury Snyder in support of the tax -- 'the extension of existing excises in the interests of competitive equality', wherein he stated that television is competitive to other forms of entertainment which are subject to excise taxes, such as sports events and movies.

"We believe that three important public interest factors are at issue. First, the fact that television, an industry which for commercial purposes is only three years old, is being subjected to an excise tax which in the past has not been placed on any other industry in such a comparatively early stage of development.

"Secondly, in times of international crises and national emergency, nothing can compare with television as a means of developing and maintaining public morale.

"Finally, television cannot be equalled as a medium for visual training of the citizens of the United States in general defense and self-preservation in the event of an all-out at-home war.

"The television industry is in a state of flux, with many technological changes still taking place. Its growth has been retarded by the 'freeze' imposed by the Federal Communications Commission on construction of new television stations since September, 1948. Many television stations and all television networks are operating at a loss. Manufacturers have still to make up the enormous investment they have put into research and development in the new medium."

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APGAR, WORLD WAR I "HAM" DIES; BROKE SAYVILLE CODE

Charles E. Apgar, 85 years old, a "ham" radio operator who recorded code messages during World War I from a German station at Sayville, L. I., which proved to be tips to German submarines on the movements of neutral ships and caused the Government to seize the station, died at Westfield, N.J. last Friday, Aug. 18.

In 1915, he was operating in his house at Westfield his own amateur station, W2MN. At that time the German radio station at Sayville was under suspicion of the U.S. Government. It was feared that its apparently straightforward commercial messages actually were in cipher code and Government censors were assigned to try to figure out the truth. Nothing came of that effort and then W. J. Flynn, Chief of the U.S. Secret Service, heard of Mr. Apgar and pressed him into service because he had a recording arrangement.

Mr. Apgar recorded the radio signals sent out from Sayville. Secret Service men then broke the code in which they were sent and discovered the tips to the submarines. Then the Navy seized the station

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THEATRE OWNERS SEE TV AS SUPPLEMENT ONLY

Theatre television is intended to supplement, not supplant, film features in theatres, Gael Sullivan emphasized last week in a foreward to a TOA brochure containing Nathan Halperin's recent address on theatre television before the Southern California Theatre Owners Association.

"There is no desire to monopolize any category of films for theatre television, any more than the films have ever monopolized programs for theatres", Mr. Sullivan states.

"An important direction for the motion picture industry is theatre television as an added attraction to the basic film features", the TOA executive points out. "If theatre television were to increase boxoffice only 25 times a year, it might well provide for profitable theatre operations and in stabilizing all segments of the film industry."

Copies of the brochure are being mailed to all film producers and studio representatives, to radio and TV editors and to Senators, Congressmen, members of the FCC and other government officials.

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AXIS SALLY, RADIO TRAITOR, MOVED TO FENCED-IN JAIL

Mildred Gillars, better known as Axis Sally, who is serving a 10-to-30 year prison-term for treason, has been transferred from Lorton penal institution near Washington, D. C. to the Federal Women's Reformatory at Alderson, W. Va.

Donald Clemmer, District Director of Corrections, said the transfer was ordered by Attorney General J. Howard McGrath now that all appeals and motions by Miss Gillars' attorneys have been decided.

Mr. Clemmer said he got rid of 48-year old Mildred Gillars, convicted two years ago, because he felt she was "unpredictable".

He said Sally had not tried to escape, but she got "that faraway look" whenever she got near the woods which surrounds Lorton's unfenced precincts. She hadn't been acting "strange", he said, but he got an "impression, a feeling, a hunch" that maybe she should be held elsewhere. She was transferred last week.

Miss Gillars, who was dubbed "Axis Sally" by American GIs who heard her Nazi propaganda broadcasts from Berlin in World War II, was convicted of treason last year.

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A cartoon by Herblock in The Washington Post depicts the Soviet Propaganda Department. Stacks of prepared broadcasts and speeches in the U.N. are shown. An officer who is showing Stalin about the place becomes so enthusiastic, he exclaims: "To give you an idea how effective our propaganda is - we're beginning to believe it ourselves."

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 ::: SCISSORS AND PASTE :::
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Keep Communications Private!
 ("Long Lines Magazine")

We Long Liners are well aware of our responsibility for insuring the privacy of communications to the users of our services. Keeping communications private is not only an essential part of our business but it is illegal not to do so. There are severe penalties for violations of our country's Communications Act. This matter of privacy is especially important with the unsettled world conditions of today.

In this connection, FBI Chief J. Edgar Hoover recently said: "The communist threat to the United States is real and ever-present. In the event of a national emergency, our public utilities, our systems of communications and transportation, and our basic industries would loom as important targets for their conniving aim to infiltrate and disrupt the vital life stream of our American system."

The Communications Act of 1934 states in part: "No person receiving or assisting in receiving, or transmitting or assisting in transmitting, any interstate or foreign communication by wire or radio shall divulge or publish the existence, contents, substance, purport, effect, or meaning thereof. . ."

Our Company's practices (Long Lines Department, American Telephone and Telegraph Company, 32 Avenue of the Americas, New York City), are designed in all respects to ensure privacy to users of our service, and it is important that employees know the practices, understand them and follow them rigidly. Details concerning the Communications Act and Company regulations for privacy are available in a booklet called "Protection of Telephone Plant and Service" which has been given to employees during the past few years.

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G.I.s Find Red Radio A Lot Of Hot Air Waves

(By Walter Simmons "Chicago Tribune" Press Service with the U.S. 8th Army Headquarters in Korea)

The North Koreans are using Japanese war time methods in their radio propaganda, but the results are so crude they arouse only laughter.

GI listeners promptly hung the label of "Seoul City Sue" on the enemy's equivalent of Tokyo Rose. Sue isn't very good. She is far from seductive vocally and her "facts" conflict sharply with ordinary knowledge.

A cultured English voice nightly parrots the Moscow line from Seoul. The speaker is believed to be a former British pilot who turned Communist and has broadcast and written for the Chinese Communists for several years. The few GIs who have access to radios consider his accent howlingly funny. However, they stop laughing when they hear American prisoners on the air - one or two nightly - because between the lines can be read the coercion that turned them into Moscow stooges.

A lieutenant began his statement with "I was told to say." An artillery major ended with, "Goodbye and hoping to see you soon."

A lieutenant said, "The 306 prisoners in this camp wish for the war to end as soon as possible."

The communist speech writers strive to promote friction between American officers and their men. A corporal was compelled to say: "I was driven about by officers for 10 tedious years. My army life made me culturally and politically ignorant. They taught me only to drive a truck. I have never seen any army as strong as the North Korean. Hurrah for the Korean People's army."

What the army will do after the war to those who permit themselves to be used for propaganda purposes is unknown. Technically, they could be tried for treason. The broadcasts are being monitored and recorded.

Many such messages are inoffensive when read in a faltering voice by the prisoner himself. However, the Korean translation which follows bears little relation to the English version.

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Points to Necessity of Speeding Up Radar Interceptors
(John S. Neustadt in a letter to the Editor of the
"New York Times")

In the Times of Aug. 9 the article stating that our Air Force is told to speed up a radar screen enabling it to spot approaching planes 150-300 miles away evokes considerable doubts as to the practical efficiency of this "Maginot Line" of the air.

The latest bombers have a speed of 300 miles and more per hour. If our radar equipment would pick up an approaching squadron about 200 miles away from its goal there would be no time left for interceptor planes to meet the hostile planes, and certainly too little time would be left for civil populations to get warnings in time to seek protective shelters.

With the present development of speedy long-range planes it would seem reasonable to throw a net of radar-equipped ships (with anti-aircraft and anti-submarine accouterments) around the nation as much as 800 miles from our coast lines, so that hostile planes can be spotted with plenty of time for warnings and defense measures available.

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From Whence Came The Word "Electronics"?
("Tele-Tech")

A recent issue of the Magazine "Electronics" asserts: "Back in 1930 McGraw-Hill coined the word electronics." That is not true.

The facts are that a year before, in 1929, after M. Clements had outlined and proposed a magazine embracing the increasing and diversified uses of the vacuum tube, (which magazine he had proposed calling "Electrons"), he and O. H. Caldwell, discussed plans for the new magazine with Dr. John Mills of Bell Labs, who suggested a term already being used in England, "electronics". This Bell Lab's suggestion Clements and Caldwell then adopted. So the word was evidently coined before 1929, and undoubtedly used abroad in science nomenclature long before the magazine ever appeared.

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 ::: TRADE NOTES :::
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The Federal Communications Commission is angling for the job of handling communications such as the War Communications Board during World War II, Jerry Kultz, Washington governmental columnist writes.

Gardner Cowles of the Cowles Broadcasting Co., and his wife Fleur (of Flair magazine) will receive a Neiman-Marcus Award at the Mid-Century Exposition of Fashion Sept. 4. They are being cited for "a fresh interpretation of the news of fashion through magazines, the newspaper and radio."

Although the station will not begin operations until next month, the Nashville Tennessean heralded its new station WSM-TV station last week with a 64-page television section.

American Broadcasting Company, Inc. - Six months to June 30: Net income \$180,000, equal to 11¢ a common share, contrasted with a loss of \$46,141 year before.

Peter Borrás, 60-year old president, manager and founder of the Madrillon Restaurant in Washington, D.C., died of a heart attack last Monday night.

Mr. Borrás, whose wife Gladys was well-known to the radio industry as secretary to Frank M. Russell, National Broadcasting Co. Washington Vice-President, was a native of Spain but had lived in Washington about 40 years.

A recording kit no larger than a physician's bag, NBC reports, is helping news correspondents capture the sounds and comments of the war in Korea for presentation to the listening public of America. As self-sufficient as the portable radio seen at beaches across the country, the recorder operates on just the same type of batteries which power the radio and can be taken to the "beaches" at the front with equal facility. It is replacing the typewriter as the symbol of the radio war correspondent.

Sparks-Withington Company and Subsidiaries - Year to June 30: Net profit, \$459,083, equal to 48¢ a common share, after a \$67,938 loss resulting from devaluation of Canadian dollar. This compares with a profit of \$25,709 in the previous fiscal year. The company expects to mail the annual reports to shareholders about Sept. 11.

Longines-Wittnauer dealers from all over the country, in New York City to attend the American National Retail Jewelers' Ass'n convention convened in Columbia Broadcasting System Playhouse No. 3 to listen to an informal talk by Frank Stanton, President of CBS.

Licensed television receivers in the United Kingdom totaled 382,348 on May 31, 1950, of which 109,852 were located in London. On January 31, 1950, the number of licensed receivers was 280,092, of which 85,991 were located in London.

New and more powerful RCA Carfone radio communication equipment, meeting both city and suburban mobile communication needs of public utilities, and police, fire-fighting, taxi, and commercial services, has been announced by the RCA Engineering Products Dept.

The new Model CMV-4A Carfone, designated the "Super Carfone 30", is designed to supply over 30 watts of power output over the entire 152-174 megacycle range, embracing the commercial and government frequency bands. It is especially effective in achieving signal quality in crowded metropolitan areas and broader coverage in suburban areas.

Radio Moscow is urging large-scale advertising to influence Russian buyers.

A broadcast, picked up by United States Government monitors, complained that while Soviet cooperatives were boosting production, no one was trying very hard to get the people to buy the goods produced.

"The time has come when our cultured Soviet advertising must be used on a large scale", the Moscow radio said.

Trav-Ler Radio Corporation: Six months: Net income, \$575,055, equal to 91¢ a share. No comparison is available.

WNAX, Yankton-Sioux City, a Cowles station, last week offered free of charge a newspaper-size Korean War Map to listeners requesting it. A time schedule of WNAX newscasts appears on the map with sponsor identification.

The offer was introduced on the air on an evening newscast, a few hundred requests were received the very next day. On the second day WNAX found it necessary to hire five extra girls to process the deluge of requests. At the end of the week, 15,528 WNAX listeners had requested the map. In a little over two weeks the printing order of 35,000 maps has been virtually exhausted.

Imports of radio receiving tubes into the Union of South Africa totaled 407,556 units in 1949, of which the United States supplied 214,472 and the United Kingdom 164,703.

An estimated 600,000 receivers are in use. About 90 percent of the sets were manufactured after 1939.

Jack R. Edmunds, Program Director for radio station KPRC and KPRC-TV, at Houston, Texas, died of a heart attack last week while on his way to work. His age was 41.

Mr. Edmunds, who had been with KPRC since last January, formerly served with KXYZ and KTHT, both Houston radio stations. He was Program Director for the American Broadcasting System in Washington, D.C. during World War II.

A new relay power supply for AM, FM, or TV studios now available, RCA states, employs the latest in mechanical layout and design, plug-in type electrolytic capacitors, resistors with ratings well above requirements, and a tapped transformer for increasing output voltage.

Designated the RCA Model BX-4A, it supplies up to two amperes of filtered direct current at 24 volts to relay and pilot-light circuits.

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HEIDL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heidl, *Editor*

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INDEX TO ISSUE OF AUGUST 30, 1950

Tobey (N.H.) Next Radio Senator To Face Primary Hell-Fire.....	1
Forecasts Billion Dollar Parts Renewal Market In 1955.....	2
America Challenged By Greatest Threat, Sarnoff Tells Vets.....	4
Robert D. Merrill New American Cable & Radio Sales Director.....	6
Dr. Armstrong Needles FCC And RTMA In FM Lag.....	7
Believed Muir Ouster Only Start Of Red Radio, TV Cleanup.....	8
G.E. Sees Possibility 20% TV Output Cut Account War Orders.....	9
Newspaper Convicted In Lorain Radio Monopoly Case.....	10
Ray Rice, Soldier, Former Raytheon Publicist, Dead.....	10
CBS Leases Mansfield Theatre In N.Y. For Television.....	11
New Color TV Is "Superior", Firm Asserts.....	11
Davidson Taylor, Ex CBS V-P, "Voice Of America" Aide.....	12
G.E.'s Showcase Train On Second Lap Of Nationwide Tour.....	12
NAB TV Committee Has Busy Schedule.....	12
Scissors And Paste.....	13
Trade Notes.....	15

August 30, 1950

TOBEY (N.H.) NEXT RADIO SENATOR TO FACE PRIMARY HELL-FIRE

With the smoke of battle from the Democratic primary hardly cleared away in the photo finish defeat of Senator Glen Taylor (D), of Idaho, "Radio Cowboy", and Henry Wallace's running mate, by Ex-Senator D. Worth Clark (R), former member of the Senate's Interstate and Foreign Commerce Committee which passes on all radio and television matters, the next man of interest to the industry who may (or may not) be burned at the Congressional renomination stake, this time, the Republican wigwam, is the veteran Senator Charles W. Tobey (R) of New Hampshire.

Senator Tobey has a record of having never lost an election contest in his climb from town selectman through both houses of the State Legislature, Governor, member of the U. S. House of Representatives and finally the Senate. Senator Tobey is opposed by J. Wesley Powell, former administrative assistant to Mr. Robey's Republican colleague, Senator Styles Bridges.

Mr. Powell is 34 years old, a lawyer, and World War II disabled Air Force veteran. The age of Senator Tobey is not given in either the "Congressional Directory" or "Who's Who" in America, the sketches for which are usually written by the biographers. The Associated Press estimated his age at 69. He was born in Rosbury, Mass. Mr. Powell is the first of the ninety-six Senate administrative assistants to make a bid for the Senate. He gave up his \$10,000 a year job with Mr. Bridges before making his formal announcement that he would try to unseat Senator Tobey.

The new posts of administrative assistants to Senators were created by a 1946 law. The position is supposed to go to an expert who can do staff work for the Senators. However, the thing that the Senators and their administrative assistants are talking about is the fact that Mr. Powell would step out of Mr. Bridges' office to try to defeat Senator Tobey in the same State and same party.

Although there has been no public break between the two New Hampshire Republican Senators, they often are on opposite sides on major issues. Mr. Bridges at 52 is the senior Senator, having served since 1937. Aides of Mr. Tobey say that he gave Senator Bridges his first official job as a member of the New Hampshire Public Service Commission in 1930 when Mr. Tobey was Governor.

Senator Bridges has been one of the leaders in the so-called Senate economy group and votes most of the time with the Republican opposition to the Truman Administration. Senator Tobey, on the other hand, frequently has backed Democratic programs. At other times, he has been one of their most caustic critics.

Friends say that Mr. Powell decided to try for the Senate after acting as Chairman of the Speakers Bureau for Senator Bridges' 1948 campaign. When scheduled speakers failed to appear, Mr. Powell took the platform and made a hit, his friends add.

Drew Pearson had this to say of the current Tobey-Powell contest:

"Big-time money is still pouring into senatorial primaries, the latest to attract attention being the New Hampshire battle between two Republicans, elder Statesman Senator Charles Tobey and former Senate Secretary Wesley Powell.

"Powell, an energetic young man who formerly ran the office of New Hampshire's Senator Styles Bridges, seems to have an abundance of funds to spend in his campaign against Tobey. Yet he resigned from his job with Senator Bridges one year ago, has no law practice, no other important means of support, and has been giving all his time to campaigning.

"Where he gets his lush campaign chest is not yet known. However, Truman's close friend Ed Pauley once vowed that he could contribute any amount of money to defeat Senator Tobey. This was after Tobey led the Senate attack which defeated oil-man Pauley for appointment as Undersecretary of the Navy. Tobey maintained that with the Navy buying large amounts of oil, a big oil man who had raised thousands for the Democratic Party, should not be running the Navy.

"Also sore at Tobey and reported anxious to unseat him are David Sarnoff of RCA, who was once questioned by the New Hampshire Senator, and the Textron Co., also called before the Committee by Tobey."

Senator Tobey, backing contentions of Maj. E. W. Armstrong, inventor of FM, and Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, gave the Federal Communications Commission a vigorous going over as a result of what he declared was "kicking Frequency Modulation (FM) upstairs."

The Tobey-Powell primary will take place Tuesday, Sept. 12.

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FORECASTS BILLION DOLLAR PARTS RENEWAL MARKET IN 1955

An enormous upsurge of the market served by the electronics parts distributor to a total value of one billion dollars by 1955, barring the possibility of a shift to wartime economy, was forecast yesterday (Aug. 29) by H. F. "Hal" Bersche, Renewal Sales Manager of the RCA Tube Department, at the convention of the National Electronic Distributors Association in Cleveland.

Mr. Bersche noted the uncertainty created by the current military situation, but pointed out that although international developments might delay its realization, the promised opportunity remains.

Basing his remarks on statistics representing the past and present growth of the electronics renewal market and the opinions of government and industry leaders, Mr. Bersche drew this picture of the opportunity confronting the electronics distributor in 1955:

A home and auto radio renewal market represented by over 800 million tube sockets in 1955 - up from 600 million sockets in 1950.

Thirty-eight million television receivers manufactured by 1955, representing 700 million receiving-tube sockets and a replacement market for some 350 thousand kinescopes.

A corps of 130,000 service technicians in 1955. Commenting on the fact that "it took 25 years to get enough electronic equipment into use to support the 60 to 65 thousand electronics technicians now active", Mr. Bersche pointed out that because of television, this figure would be more than doubled by 1955, for a total serviceman customer group of 130,000 by that time.

A mobile communications market in 1955 approximately double its present size. FCC records today show 320,000 non-broadcast transmitters now in operation, consisting of 100 thousand land or fixed stations and 220 thousand portable or mobile stations, and including police, taxi, utility, aeronautical, industrial, marine, and other types of radio.

Radio amateurs totaling 150,000 by 1955 -- up from 84,000 in 1950.

Expansion of the broadcast market to 1000 television transmitters on the air by 1955, as against 106 in operation today. Wayne Coy, Chairman of the FCC, has estimated, Mr. Bersche said, that there will be more than 1000 TV stations on the air in six or seven years. This is in addition to AM and FM radio stations which today number 3,000. The renewal potential of the television broadcast market alone is indicated by the fact that 100 television stations in 1949 spent three million dollars for tubes and parts in that one year. This figure does not include renewal expenditures of the AM-FM broadcasters.

A vast expansion of the industrial electronics market, which, according to Mr. Bersche, offers a potential as great as all other electronics markets combined. Basis for this prediction is the inevitability of a new industrial revolution in which electronic devices will meet the demand for increased efficiency on the production lines of the near future.

Noting that the "common denominator of all electronic progress is the electron tube", the RCA Renewal Sales Manager said that sales of renewal receiving tubes alone will jump from a total of 60 million sold by the end of this year to a sales volume of 150 million by 1955. By 1955, he said, there will be an overall total of 1,700,000,000 active receiving-tube sockets, which, together with associated parts and products, represents a billion dollar market for the renewal products of the electronics distributor.

To meet the needs of this vastly expanded electronics renewal market, he estimated, approximately 2,600 electronics distributors, including branches, will be in business in 1955.

"No other group of men in history has heard opportunity knock so loudly", he declared. "Never has there been a time when opportunity could more easily be captured."

AMERICA CHALLENGED BY GREATEST THREAT, SARNOFF TELLS VETS

Brig. Gen. David Sarnoff, Chairman of the Board of the Radio Corporation of America, in denouncing international Communist tactics in Chicago last Monday, Aug. 28, declared that the United States must take steps in time to meet the challenge of present Soviet leaders who, he charged, represent "the greatest threat ever faced by free men".

General Sarnoff, speaking at the Veteran of Foreign Wars' Convention, which was further enlivened by President Truman ordering General MacArthur to withdraw a controversial cable, had himself only a short time before received word that the House of Representatives in Washington had approved an expenditure of \$2,860,257 for the purchase and distribution of radio sets (to cost about \$2 each) to be slipped into Russia and satellite countries, as recently proposed by Sarnoff.

In a surprise ceremony, the Veteran of Foreign Wars' highest decoration, the Certificate of Merit with Gold Medal, was awarded to General Sarnoff on Tuesday night, August 29.

Mr. Sarnoff told the men at Chicago who had served in one, or both, of the two World Wars that "the days of diplomatic pussyfooting are over", and that the time for "positive action" has arrived.

Points outlined by General Sarnoff follow:

1. Communism is spreading its insidious propaganda relentlessly over many parts of an anxious world. Red Fascism threatens destruction to life and liberty, and an end to human progress. The present Soviet leaders represent the greatest threat ever faced by free men.

2. We must formulate sound national policies and prepare practical plans to meet the political, military and industrial requirements of a menacing situation that may compel us to wage war on a global scale.

3. We must concentrate and not scatter our military and material resources, our man-power and our strength. This is precisely the trap that Russia has set for us and this is the trap we should avoid.

4. We must speed up our program of all-out national preparedness and bring to bear upon this effort the full weight of American skill and ingenuity. American industry and labor will cooperate patriotically.

5. Declare a moratorium on national politics and thus help to close the ranks against the common enemy. Accelerate national unity by using the best brains in our country to help solve the critical problems before us and the world-wide political commitments we have assumed.

6. Establish immediately, universal military training in the United States.
7. Put high on the list of priorities, a thorough protection against sabotage -- which could prove worse than a battle lost.
8. Subject to suitable controls and practical safeguards, permit and assist Japan and West Germany to rearm, to the extent that these two countries fit into the over-all plan of resisting Russian aggression.
9. Develop a comprehensive system of Civilian Defense. Public knowledge that such protection exists will allay fear and keep us fit to do our job.
10. Communist propaganda makes false promises to suffering masses and stirs them to hatred and revolt. Once under their control they rob the masses of their freedom and substitute the terrors of the police state for decency and justice. Through radio and television, through the motion picture and the printed word, and with every means at our command, it is our duty to tell the world the Big Truth about the Big Lie. We must expose the lies and spike the false propaganda that come from behind the Iron Curtain.
11. Americans want to know the facts and are not afraid to learn the truth. Americans expect their Government to lead the Nation and the world in this time of peril.
12. The vast resources of the United States, if handled wisely, should be capable of meeting the Russian challenge. Americans, now as always, will respond to the Nation's call. When its freedom is endangered, America, springing to action, is unbeatable.

General Sarnoff reminded the Veterans of Foreign Wars that day by day, since the end of World War II, Americans have witnessed events which, in their bold and devastating aims, have made it clear that the time has come for the concerted development of this nation's resources -- spiritual, industrial and military. Scattered and unplanned effort will not be effective enough to meet the challenge, he declared, and added:

"The leaders of the Kremlin have left no doubt that they intend to impose their will on all mankind; not through peaceful persuasion, but by lying, intrigue, infiltration, sabotage and force.

"In such a crisis, it is foolish to parry the thrusts of the aggressor with our fingers. Thus we only injure our fingers and do not hurt the enemy. Should it later become necessary to fight with our fists, the injured fingers would make our fists impotent. We must courageously formulate and pursue bold policies on a global scale. In psychological, as in military warfare, defensive strategy alone rarely leads to victory."

General Sarnoff said the electronics industry is an outstanding example of the part research plays in our national security. He recalled that American scientists have pioneered in this field for more than 30 years, and told his listeners that the expansion of radio and electronic activities during and since the war has been phenomenal. He disclosed these figures: number of manufacturers in this industry in 1940, 425; today, 1,200; value of the industry's peacetime products was a half billion dollars in 1939; today's rate, two and one half billion dollars. This is an increase in production of 50%.

Most of the electronic industry's postwar expansion has occurred under the impetus of television's remarkable growth, he said, estimating that by the end of this year, there will be approximately 10,000,000 television receivers in as many American homes. This means a potential daily audience of between 35,000,000 and 40,000,000 persons. "Most of these people live in the great population centers of the nation", General Sarnoff stated. "Through television, they form a powerful nucleus for concerted action in time of emergency; for television is one of our greatest mediums for the dissemination of information, instruction and training.

"If we had international television today -- and I believe we shall have it within the next five years -- the Voice of America would be the Voice and Vision of America. What a powerful weapon of propaganda that would give us! For then the whole world would see what millions of American viewers saw -- the wonder of the UN sessions at Lake Success -- and the arrogant filibuster of President Malik would have been its own most effective antidote for the Russian propaganda."

Should war come, television will be a vital factor in communications on land, sea and in the air, he asserted, adding: "No matter where a battle is waged, it can be under the eyes of television and may be viewed by the military strategists even across the seas. It is within the range of possibility that the public will watch the action on battlefields while sitting at home in front of television sets."

General Sarnoff assured his audience that American industry -- of which radio and electronics are a part -- represents a great force for peace and a mighty power in war.

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ROBERT D. MERRILL NEW AMERICAN CABLE & RADIO SALES DIRECTOR

Robert D. Merrill has been appointed Director of Sales for the American Cable & Radio Corporation and its operating subsidiaries: All America Cables and Radio, The Commercial Cable Company and Mackay Radio and Telegraph Company. As part of his new duties, Mr. Merrill will be responsible for the corporation's publicity and advertising program. He entered the employ of All America Cables and Radio, Inc. in 1924.

Mr. Merrill's late father, John L. Merrill, played a prominent part in the field of international communications as President of All America Cables for many years until failing health forced his retirement as Chairman of the Board of American Cable & Radio Corp. in 1947.

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DR. ARMSTRONG NEEDLES FCC AND RTMA IN FM LAG

Dr. Edwin H. Armstrong, professor of Electrical Engineering at Columbia University and inventor of FM, threw the book at the Federal Communications Commission and the Radio-Television Manufacturers' Association as those who have blocked the road in the development of FM. Dr. Armstrong charged the FCC with engineering incompetence and the manufacturing industry with unsound commercialism.

He warned that the Radio-Television Manufacturers' Association "will find its engineering being conducted for it by some government bureau, perhaps on a lower plane of competence", unless RTMA takes steps "to see either that (its) engineering is done properly, or that the facts about sound engineering be so plainly presented that responsibility for their violation can be squarely placed."

Dr. Armstrong presented his views in a letter to the FM Receivers Committee of RTMA, copies of which he sent to FCC Commissioners.

He submitted a report, prepared a year ago, comparing the radiations of two different makes of FM sets. The measurements were made 50 miles from New York. The set of one manufacturer, he said, destroyed reception of WCBS-FM New York "over a radius of one-half mile when the oscillator was tuned to radiate on CBS' frequency", whereas the set of another manufacturer had an interference radius of less than 500 feet under similar conditions.

He said Dr. W. R.G. Baker of General Electric, RTMA Director of Engineering, read his letter at an FM Receivers Committee meeting and that none of its statements were challenged, "although representatives of the organizations involved were present".

Dr. Armstrong said that in AM the radiating receiver problem "was solved and has been forgotten" for 20 years, and that its appearance in FM and television "is a disgrace to the engineering profession."

"The major error is the allocation of the frequencies of an air navigation service to a place within the interference range of FM and television sets where, with a large number of sets scattered about the country, the chance of something going wrong, must be considered", Dr. Armstrong concluded. "Why some of the non-vital types of air-communications services were not assigned there to serve as a buffer region so that all services adjacent to safety of life channels could be under CAA supervision, is something in need of much explanation.

"There is likewise a second question which requires answering: Why is the guidance of a ship and its passengers entrusted to a transmitter having the peanut-like power of 200 w - just about a quarter-horsepower, when thousands of horsepower are employed in the other part of the transportation problem; that of keeping the ship in the air? Sound engineering judgment would dictate the use of sufficient power from ground transmitters to over-ride even chance radiations from damaged FM or TV sets or diathermy sets out of control."

BELIEVED MUIR OUSTER ONLY START OF RED RADIO, TV CLEANUP

A virtual "purge" of radio and television actors, writers, producers and directors listed in the booklet called "Red Channels" appeared imminent last night (Tuesday, August 29), Jack Gould writes in The New York Times, as many sponsors and advertising agencies re-examined the records of their broadcasting personnel.

The policy of the General Foods Corporation, which on Monday dropped Jean Muir from the cast of "The Aldrich Family" despite her emphatic denials of Communist connections, is being adopted by many other advertisers, it was disclosed.

"I think Miss Muir's case is only the beginning of what we're going to face", said one of the most responsible and conservative executives in broadcasting. "The 'Red Channels' book now is the bible up and down Madison Avenue."

Madison Avenue traditionally has been recognized as the center of the advertising business.

In announcing that Miss Muir would be replaced, General Foods had explained on Monday that protests against her appearance by anti-Communist groups had made her a "controversial personality". Her presence on "The Aldrich Family", the concern maintained, might antagonize some prospective customers.

The corporation's decision drew sharp criticism yesterday from the American Civil Liberties Union, which charged that Miss Muir had been denied "the elementary right of a full hearing" and urged that she be reinstated.

The groups that successfully protested Miss Muir's appearance made it clear that they intended to "cleanse" the entire radio and television field of "pro-Communists actors, writers, producers and directors."

Rabbi Benjamin Schultz, coordinator of the Joint Committee Against Communism in New York, announced the formation of a special committee to concern itself with the broadcasting business.

An associate member of the new committee will be Mrs. Hester McCullough of Greenwich, Conn. She was the defendant in the recent libel suit brought by Paul Draper, dancer, and Larry Adler, harmonic virtuoso, whom she had accused of being pro-Communist. The suit ended in a hung jury.

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The Johnstown (Pa.) Tribune and Johnstown Democrat recently published a 20-page television supplement. The edition marked the fact that WJAC-TV, Tribune station, is now on the network.

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G.E. SEES POSSIBILITY 20% TV OUTPUT CUT ACCOUNT WAR ORDERS

The General Electric Company may reduce production of television receivers 20 per cent as a result of increasing Government orders for electronic equipment. This was indicated by Dr. W.R.G. Baker, Vice President and General Manager of the Electronics Department in New York Monday, August 28.

General Electric is the first major producer of television receivers to indicate that production cutbacks are expected. In a message to company employees, Dr. Baker said:

"The Electronics Department now has on the books and had even before the Korean situation developed more Government orders than at any time since World War II. We are being asked to take on additional military contracts. Should we be forced to cut back television receiver production, and I believe it may be curtailed as much as 20 per cent, we will attempt to transfer any employees who might be affected to Government work as quickly as possible."

Dr. Baker expressed opposition to a sharper curtailment of television receiver production on the ground that television is an effective instrument for getting information to civilians and building home front morale. Pointing out that the television industry has trained thousands of skilled technicians who may be displaced by a large cutback in receivers, he declared:

"I believe it is essential to industrial mobilization that they be kept within the industry by carefully planned production schedules until it is necessary to divert them to vital military electronics projects."

Dr. Baker emphasized that no cut in General Electric production, which is running at capacity, is being made now. He declined to say when the 20 per cent cut might become effective but stressed that it would be brought about by an aggravated shortage of components.

Meanwhile, a serious immediate threat to G.E. television receiver production materialized. The company was forced yesterday to lay off temporarily approximately 3,300 employees at its receiver plant in Syracuse. The lay-off is the direct result of failure to receive adequate quantities of small receiving tubes from its tube plant in Tell City, Ind., which has been crippled by a strike. The Syracuse lay-off will last until Friday at least, according to the company. G.E. spokesmen did not estimate how much finished receiver production would be lost.

The R.C.A.-Victor Division of the Radio Corporation of America, which handled extensive Government electronics contracts during World War II, issued this statement:

"Our Government work is not now interfering with civilian production of television receivers. But if Government orders increase, civilian production would, of course, be cut to meet military requirements."

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NEWSPAPER CONVICTED IN LORAIN RADIO MONOPOLY CASE

The Lorain Journal, first newspaper against which the Government filed an antitrust suit, yesterday (Aug. 29) was found guilty by Federal Judge Emerich B. Freed in Cleveland.

Judge Freed ruled that the Lorain Journal and its publishers, Samuel A. and Isadore Horvitz, were "guilty of attempting to establish a monopoly by bold, relentless, predatory commercial behavior."

The Government last Spring brought the unprecedented suit against the Journal charging that the newspaper had violated the Sherman Anti-Trust Act by conspiring to prevent advertisers from using facilities of the opposing Lorain Sunday News or radio station WEOL of nearby Elyria, Ohio.

In a memorandum to be followed by his decree, the judge found the Horvitz brothers and D. P. Self, business manager, guilty of violating Section 2 of the Sherman Act, but not guilty of violating Section 1, conspiring in restraint of trade.

Judge Freed held that freedom of the press was nor involved in the practices of the Journal in attempting to blackball advertisers who used the competing mediums.

"The court cannot conceive", he said, "that the First Amendment of the Constitution (Freedom of the Press) renders it impotent to enjoin the defendants' practices.

"This is a vice condemned by the Anti-Trust Act, and the evil may be restrained without touching upon the legitimate business of the defendants."

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RAY RICE, SOLDIER, FORMER RAYTHEON PUBLICIST, DEAD

Ray Rice, former aide to Maj. Gen. Karl Truesdell and a Major on the staff of Gen. Omar N. Bradley's Twelfth Army Group during World War II, died last week in a New York hospital of a heart ailment. He was 49 years old.

After his discharge from the Army in 1945, Mr. Rice joined the Raytheon Manufacturing Company, makers of radar and electronic equipment, as Director of Publicity. A year and a half ago he opened his own public relations firm. As a public relations counselor, Mr. Rice worked with the late humorist, George Ade, and had represented several celebrities.

During the war, Mr. Rice, who underwent an operation on his back to qualify for military service, was for almost two years aide to General Truesdell, then Commandant of the Army's Command and General Staff College, Fort Leavenworth, Kan. Later, attached to the Twelfth Army Group, he served in England and France and participated in the Normandy invasion in June 1944.

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CBS LEASES MANSFIELD THEATRE IN N.Y. FOR TELEVISION

The leasing for a five-year period of New York's Mansfield Theatre on West 47th Street by the Columbia Broadcasting System last week represents the third such acquisition by CBS in recent months to meet the growing demand for studio space to accommodate the network's expanding Fall television program schedule. The other two properties acquired are the Town Theatre at 55th Street and Ninth Avenue and the Peace House at 109th Street and Fifth Avenue.

The Mansfield, which has a large stage and an exceptionally wide proscenium, will be remodeled somewhat to serve television's unique requirements, but will be ready for operation the first part of October.

When alterations are completed, the theatre will have a seating capacity of 850 and will boast the latest technical and lighting facilities available for television production, including camera ramps and the most modern control room. It will raise CBS' total TV studios in New York to 12, in addition to seven rehearsal halls.

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NEW COLOR TV IS "SUPERIOR", FIRM ASSERTS

A new color television set reportedly "superior" to others demonstrated before the Federal Communications Commission was announced yesterday (Aug. 29) by Color Television, Inc. of San Francisco.

In a petition to the FCC, the company asked for reopening of hearings on color TV held over the last few months to see if it is ready for commercial use. No wave-lengths have been assigned to commercial color yet

The FCC had been expected to announce its decision about September 1 on the basis of previous tests conducted with color systems offered by Columbia Broadcasting System, Radio Corporation of America and CTI, which presented an earlier version.

CTI's petition included a statement by McIntosh & Inglis, independent Washington engineering firm, stating the new CTI set is "superior" to any of the others. Among advantages claimed for CTI's "uniplex" system are these:

Existing black-and-white receivers could be converted with a small and inexpensive unit plus a direct-view color tube.

Old sets could receive the new color system in black-and-white with no alteration.

Simpler, cheaper and more reliable sets are possible with "uniplex". Color fidelity would be superior and there would "theoretically" be less interference.

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DAVIDSON TAYLOR, EX CBS V-P, "VOICE OF AMERICA" AIDE

Davidson Taylor, former Vice President of the Columbia Broadcasting System, was appointed a special consultant to the State Department to help wage this country's "campaign of truth" against Communist propaganda.

He will work with Assistant Secretary of State Edward W. Barrett in developing plans for the department's \$79,000,000 program to carry the Voice of America all over the world and particularly to listeners behind the Iron Curtain.

Mr. Taylor, one-time radio editor of the Louisville Courier-Journal, served during World War II as Radio Chief of the Psychological Warfare Division of Gen. Dwight D. Eisenhower's headquarters in Europe.

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G.E.'S SHOWCASE TRAIN ON SECOND LAP OF NATIONWIDE TOUR

The "More Power to America Special", the General Electric Company's mammoth mobile showcase of electric products for industry, will head west from Schenectady September 5 on the second lap of its nationwide tour.

The ten-car exhibit train will visit 29 key midwestern industrial centers this Fall before swinging South, down the Atlantic coast, according to C. H. Lang, Vice President and Manager of Marketing of the G-E Apparatus Department.

Arrival dates and number of exhibit days for the first ten cities on the "Special's" midwestern tour:

Sept. 6 - Erie, Pa. - 1 day; Sept. 7 - Cleveland, Ohio - 5 days; Sept. 14 - Toledo, Ohio - 2 days; Septm 18 - Detroit, Mich. - 5 days, and Sept. 25 - Saginaw, Mich. - 1 day.

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NAB TV COMMITTEE HAS BUSY SCHEDULE

The agenda for the two-day meeting of the National Association of Broadcasters' Television Committee, to be held in Washington tomorrow and Friday (Aug. 31-Sept.1), was announced Tuesday (Aug. 29).

Among the topics scheduled for consideration by the Committee, headed by Robert D. Swezey, WDSU, New Orleans, La., are: NAB TV Membership; Labor Relations; Standardization Projects; Sports Rights Campaign; ASCAP Per-Program Negotiations and Government and Public Relations Problems and Plans.

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SCISSORS AND PASTE

Radar Screen Could Give No Adequate Warning
(R. S. Bird and O. R. Reid in "New York Herald-Tribune")

American continental defenses as they stand today could give no adequate warning of an attack on these shores, nor fend one off.

A thin radar screen extends around the northeastern, northwestern, southwestern and Great Lakes perimeter, but its equipment is largely obsolete and much of it is placed on poor sites. The Alaskan radar is no better. The Canadian system is ill-equipped and not yet efficiently integrated with this country's.

Until the Korean invasion, the continental radar screen was operating only 40 hours a week. Now it is working around the clock. But military experts say at best it could give no more than 15 minutes' notice of an attack on coastal cities and very probably not that much.

There are no continuous and integrated air, sea or underwater patrols operating off-shore to supplement the land-based radar screen, and the civil air raid observer program now being organized is designed to be only a standby plan in case of "emergency".

As to fighting off an attack that suddenly might strike, the responsibility rests almost entirely on interceptor-fighter forces that are too under-equipped and under-manned to offer more than token battle to any sizable enemy air armada.

A greatly improved radar screen has been authorized by Congress under a two-year program for completion of the job. Not much can be done to speed up this job because facilities for producing new radar equipment are limited. But the new apparatus will have greatly improved scanning techniques and better visual co-ordination of interceptor action with the enemy attack will be achieved on the scope.

Radar picket patrols off-shore could greatly extend the range of detection of enemy aircraft or submarines, but radar experts estimate that to provide a tight destroyer or submarine radar screen several hundred miles off both coasts would require more of these vessels than are now in commission. Against low-flying aircraft, such picket patrols would have an effective detection range only of 20 miles beyond their position in the ocean because small ships' radar antennae are far more limited by the curvature of the earth than land radar placed on high hills or mountains.

Scientists are at work trying to find out how to bend the straight radar beam in order to overcome the curvature difficulty. If "bent" radar ever materializes, the defense of this continent could be made a great deal safer.

Whole Development Of Television Is At Crossroads
("Tele-Tech" - Dr. O. H. Caldwell, Editor)

At crossroads now is the whole future development of TV. The critical turning-point will come before this year-end. For if TV's needed expansion is banished to the little-known UHF regions above 500 MC, difficulties with transmitters, tubes, receivers and down-leads may make development slow. But if space adjoining Channel 13 can be cleared for a relatively continuous TV band, up to say Channel 41, present TV design practices in both receiver and transmitters can be extended, TV operation will be better, and a nationwide TV system could come quickly.

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Alcoholic Beverages Advertising Ban Bill Bobs Up Again
("Editor and Publisher")

Earlier this year the Langer Bill which would prohibit advertising of alcoholic beverages from over the radio or in publications moving to interstate commerce was the subject of lengthy hearings. The Senate Interstate Commerce Committee refused to vote it out by one vote.

A couple of weeks ago, in a surprise move Senator Owen Brewster of Maine moved for reconsideration of the bill. This was narrowly defeated by another one vote margin.

Editor & Publisher has voiced its opposition to this legislation in no uncertain terms. In our opinion it would be unconstitutional for Congress to attempt to ban advertising, or promotion of any kind, for products or consumer goods which are legally for sale within the various states.

This legislation must never be permitted to get out of committee.

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Bernard Shaw Sets Alarm Clock For News Broadcasts
("London Daily Mail")

George Bernard Shaw is a radio enthusiast, but of television he will have none. "It is bad enough to listen", he says.

The dramatist invariably listens to a news broadcast at 6 P.M. A person visiting Mr. Shaw the other day was startled when an alarm clock went off while the two were talking in the dramatist's study.

"That", Mr. Shaw explained casually, "is my way of reminding myself that it will soon be time for the 6 o'clock news. You see, the chances are that when I am busy writing - as I am every day - I might forget about something I particularly wanted to do."

After he hears the news broadcast, he often keeps the radio on until midnight, but he is merciless about faulty pronunciation or slovenly speech over the air.

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⋮⋮⋮ TRADE NOTES ⋮⋮⋮
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To find out how far the threatened 10 per cent cut in the pending Omnibus Appropriations Bill would impair efficiency of Federal regulatory agencies, President Truman last week held a "war council" with the chiefs of such bureaus.

Represented at the meeting were the Federal Communications Commission, the Federal Power Commission, the Federal Trade Commission and the Interstate Commerce Commission. The FPC would be hard hit by a budget cut as it is now operating below 1940 personnel levels.

Robert A. Gantt, Vice President of International Telephone & Telegraph Corporation; James H. Ripley, retired civil engineer; Dr. Edward R. Hays, Director of Health Education, Church & Dwight Company, Inc., have been elected to new posts on the Governing Boards of the Roscoe B. Jackson Memorial Laboratory at its annual meeting, just concluded at Bar Harbor, Maine. Mr. Gantt, who continues as President of the Jackson Laboratory Association, was elected 2nd Vice President of the Board of Trustees.

RCA-Victor Division of Radio Corporation of America, said at Camden, N. J., yesterday (Aug. 29) that it has increased prices on most items in the company's television and radio line.

An RCA-Victor Division spokesman said the increases effective Monday are approximately 8 percent on television and apply to all models. Radio price increases are approximately 7½ percent, and apply to all table models selling at less than \$40, and all consoles and radio-phonograph combinations. Portable and battery-operated radios and 45 rpm record changers are not increased, the spokesman said.

Howard W. Stodghill, Philadelphia (Pa.) Evening Bulletin, Chairman of the International Circulation Managers Association Newspaperboy Committee, has asked E. P. Schwartz, Des Moines (Ia.) Register and Tribune, ICMA first Vice President, to help line up newspapers to use radio to promote Newspaperboy Day, Oct. 7. Last year more than 50 newspapers used radio to promote Newspaperboy Day and newspaper route work in general, Mr. Schwartz, said.

In line with the qualifications for heading National Defense which critics say were those of Secretary of National Defense ("President Truman's No. 1 campaign money raiser") and of Secretary of the Navy Matthews (quoted as saying at the time of his appointment, "I can't even row a boat") was the classic reply of a former Chairman of the Federal Communications Commission when asked by this writer what his qualifications were to head the FCC, replying, "Well, my boy, I listen to the radio occasionally."

The Tupi television station at Rio de Janiero, Brazil, recently transmitted the first of an announced series of four experimental public broadcasts, sponsored by a large local food processor. The show was broadcast from the studio of Radio Tamoio, and was viewed through receivers placed in the studio of Radio Tupi and at the entrances of the buildings housing the respective stations. The broadcast was reported to have been very successful and to have pleased the studio audience and large crowds gathered in the streets.

Now comes "Radio Television and Society" by Charles A. Siepmann of "Blue Book" fame. It consists of 410 pages, the price is \$4.75, and the publisher is Oxford.

Station WELM, Elmira, N. Y., will become the 191st affiliate of the Columbia Broadcasting System's radio network as part of its basic supplementary group of stations.

W. P. Marshall, President of the Western Union, states that WU is well prepared to meet any current or future demands, both military and civilian, upon its services. He says it has adequate facilities to serve the Nation in any emergency. Its new mechanized communications system has twice the capacity available during the last war.

Emphasizing the Company's desire and readiness to serve in the present emergency, Mr. Marshall points to the fact that Rear Admiral Joseph R. Redman, USN (Ret.), Director of Naval Communications during World War II and now Vice-President of Western Union, has established permanent headquarters at Washington, D. C., to insure effective coordination of the Company's domestic and international operations with the needs of the military and other Government departments.

The next step in the introduction of television in Australia will be the construction of a modern experimental television station in Sydney. This new outlet is scheduled to be in operation in about 2 years, and it will be built on the site selected by the engineers of the Postmaster General's office. It is to be based on a 625-line definition.

Prior to this announcement, it was thought that black and white television broadcasting might be delayed until receiving sets and transmitting procedures for color television had become more or less stabilized. However, industry and Government appear confident that color television can be introduced later, without rendering useless and obsolete the receivers designed for monochromatic reception.

The Commonwealth Government will permit private enterprise to participate in the development of television. This will, however, necessitate an amendment to the Broadcasting Act, because television broadcasting, at the present time, is a Government monopoly.

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