



# HEINL NEWS SERVICE

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September 6, 1950

## FCC COLOR TV MANDATE LIKENED TO GUN BY SET MANUFACTURER

Whatever the rest of the industry may think about the progress report just made by the Federal Communications Commission with regard to color television standards, the television set manufacturers are all stirred up.

"The FCC's ultimatum to us", one of them declared, "was like sticking a gun in our faces and ordering us to solve their manufacturing problem."

This referred to the Commission asking manufacturers to report on whether or not they can make television sets adaptable to both present black-and-white broadcasting and color telecasting of the Columbia Broadcasting System variety.

The Commission had declined to adopt final standards in color television but stated if decision had to be made immediately, it strongly favored the CBS method. The report declared the "color systems of the Radio Corporation of America and Color Television, Inc. fall short of the Commission's criteria for a color system."

In the absence of sufficient response - or protest - from the manufacturers, the Commission said, it "will issue a final decision forthwith adopting the CBS field sequential color standards."

For the television stations, it means separate broadcasts will be required for the color and the black-and-white transmissions. Whether or not future programs will be broadcast simultaneously by a dual-licensed broadcaster equipped to transmit both is yet unanswerable.

The alternative would be for color television programs to compete directly with black-and-white programs. Color TV proponents have freely predicted that once color television is licensed, the non-color broadcasts would die off in about five years.

The FCC deadline to manufacturers was set as September 29. By then, the FCC asked manufacturers prepared to start making the dual sets within 30 days should so notify the Commission.

If sufficient manufacturers do so, it was noted, the Commission would then issue the proposed order adopting the CBS system. In effect, the Commission decision says that if the CBS system is to be used the sooner it is adopted the fewer home sets will have to be converted.

Naturally there was a jubilant response from Frank Stanton, President of the Columbia Broadcasting System, who stated:

"The color television report of the Federal Communications Commission is a gratifying victory for the CBS color system. The Commission has given unqualified approval to the excellence and practicality of the CBS system and has found it clearly superior to the other

systems considered. We had hoped that the decision would be final today and we agree with the two Commissioners who expressed the opinion that such a course would have been better.

"Despite extensive research and experimentation over a considerable period of time, the Commission has found that the other systems in the hearing were unable to approach the excellence of CBS performance. This is the best indication that no superior system will be forthcoming during the period which is being afforded for one last look before final establishment of CBS standards.

"Since the Commission has taken such a long step toward the final adoption of CBS standards, we are proceeding promptly with plans for broadcasting CBS color television programs to the public. We plan to be on the air with 20 hours per week of color television programs within 30 days after the Commission makes its final decision."

Commenting on the Federal Communications Commission's failure to adopt a final decision on the question of color television, the Radio Corporation of America had only to say that when a final decision is reached, it is confident that the RCA all-electronic fully-compatible system will be approved. RCA added that the FCC's lengthy "First Report" will require detailed study.

Actually the FCC report, including minority opinions of Commissioners Hennock and Jones, is about 97 typewritten pages single space or in type which would cover approximately 1½ pages of an average newspaper page.

The first press comment to reach this desk was by Robert H. Petridge of the Financial Page of The New York Times, who took a dim view of the situation, saying:

"Color television is still a long way off despite the tentative approval given by the Federal Communications Commission to the method perfected by Columbia Broadcasting System. The two others in the color race will soon be back and banging at the door of the FCC, for they have until December to present new arguments. Regardless of whether C.B.S., Radio Corporation (R.C.A.) or Color Television, Inc. emerges as the final winner, the decision to produce color television receiving sets will be pretty much up to the manufacturers. And, what with materials getting scarcer and scarcer, it might be a long time before actual working color sets reach the retail market."

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#### SYLVANIA INCREASES SUGGESTED TV LIST PRICES

Sylvania Electric Products, Inc. will increase suggested list prices of its twenty-two television receivers from \$10 to \$30 effective immediately, J. K. McDonough, General Sales Manager in the Radio and Television Division, reported in New York last week. He also announced increases of from \$2 to \$3 on seven radio models. The advances were made, Mr. McDonough said, because of increased production costs.

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RUSSIA JAMMS MALIK'S SPEECH TRYING TO JAM VOICE OF AMERICA

The State Department reported last week that Russia, in trying to drown out the "Voice of America", jammed a speech by its own U. N. delegate Jacob Malik August 25.

The Russians have been carrying on a jamming campaign against the United States official broadcasts for more than a year, but officials say a substantial part still get through the Iron Curtain.

The reported Moscow interference with Mr. Malik's speech was during a meeting of the Security Council.

The State Department said that the regular Polish language transmission on August 25 was interrupted to make way for a U.N. broadcast of the proceedings, over the same frequency.

The Soviet jamming opened up full blast when Mr. Malik, as Chairman, was making a speech in Russian. The squeals and howls continued steadily for half an hour, with the result that not only Mr. Malik's speech in Russian was blanked but also the translations into English and French.

The State Department said Moscow evidently assumed the broadcast was a Voice program in Russian beamed at Soviet listeners.

The State Department in another release reported that Moscow is using "at least 1000" jamming transmitters. Listening posts abroad have identified the location of 250 powerful, long-range Soviet transmitters that allow an average of only 30 per cent of the Voice's programs to penetrate into the Soviet Union.

The Russians also have developed a smaller "local" transmitter that beams squeals, howls and "wolf calls" at the United States broadcasts. Most of these, estimated to number 750, are located in the Moscow area.

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WESTINGHOUSE N.J. PLANT WILL NEARLY TRIPLE TV OPERATIONS

Westinghouse Electric Corporation will build a new television plant at Metuchen, N.J., which will nearly triple the concern's TV manufacturing capacity.

Vice President J. M. McKibbin announced plans last week for the purchase from the Pennsylvania Railroad of a fifty-acre site on the outskirts of Metuchen. He said an ultra-modern, ten-acre plant with more than 400,000 square feet of floor space would be erected. It will be headquarters of the Westinghouse Television-Radio Division. The present division plant at Sunbury, Pa., will continue to operate.

Some 3,000 new employees, 60 per cent of them women, will work at the Metuchen plant during peak operations. Construction will begin in thirty days and the structure is expected to be completed by next April.

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REARMING AS BAR TO WAR URGED BY COWLES

Gardner Cowles, only recently returned from a European tour, said in Dallas last week the United States must begin a great program of rearmament as insurance against "total war" with Russia.

The Des Moines newspaper and magazine publisher and broadcaster, and his wife, Fleur, were guests of honor at a luncheon given by Tom C. Gooch, publisher of the Dallas Times Herald, and Mrs. Gooch. The Cowleses were in Dallas to receive awards at the Neiman Marcus midcentury fashion exposition for a "new fashion in magazines - Flair", of which Mrs. Cowles is editor.

Responsible governmental authorities in Europe told him, Mr. Cowles said, that defenses are so weak in western Europe that Russians could go to the English Channel in a matter of a "few weeks" if the Soviets launched a war.

He said he found applause for the United States stand in Korea, but condemnation for this Nation's position in Formosa.

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HOW FM STREET CAR RADIO MAY AID IN CAPITAL AIR RAIDS

Several months ago, when the Public Utilities Commission was holding its hearings on whether there should be FM radios in streetcars and buses, mention was made by those in favor of the project that the radios would be of great aid in case of an air raid.

Now, with the Korean situation making every one civil defense-conscious, WWDC has come up with several suggestions as to how its FM programs, beamed principally to radios in Capital Transit vehicles, could help meet an emergency.

The station says that, in the event of a surprise raid, the medium could be used to direct bus drivers to take their passengers to specified safe areas, and to warn them to avoid sections considered unsafe for various reasons. Instructions also could be given bus drivers to unload their buses at safe areas, and report to aid stations for ambulance duty.

Furthermore, says the station, the transit radio system could be used to broadcast information of a news nature designed to dispel wild rumors in case of an attack.

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Prime Minister Atlee in the broadcast of his speech getting after Winston Churchill last Saturday, pronounced the word "politics" - "po-lit-ticks".

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CONTINUOUS BAND OF 40 CHANNELS URGED FOR TELEVISION

The President's Communications Policy Board has been urged to have the Interdepartment Radio Advisory Committee release little used Government frequencies so the Federal Communications Commission can assign television a continuous extension up to 395.4 mc. This was done in a letter to the President's Board, the Chairman of which is Dr. Irving L. Stewart, ex-FCC Commissioner, now President of the University of West Virginia, from the editors of Tele-Tech, whose director is Dr. O. H. Caldwell, who was a member of the original Federal Radio Commission.

The members of the President's Board, besides Dr. Stewart, are:

Dr. Lee A. DuBridge, University of Southern California, Pasadena, Dr. W. L. Everitt, University of Illinois, Urbana, Dr. James R. Killian, Massachusetts Institute of Technology, Cambridge, and David H. O'Brien, ex-V.P., Graybar, ex War Assets Administrator.

The letter from Tele-Tech to the Board follows:

"Your Board in the next 60 days can accomplish untold benefits for the public and television. You - and you alone - can clear the way for an adequate continuous thoroughfare for this great new TV service to the American people.

"This means that television should be granted a practically continuous tuning band extending upward from Channel 13 through Channel 41 as shown by accompanying chart.

"Such a continuous TV band will mean better TV reception for the public, wider areas of good reception for each station, cheaper and more efficient receiving sets, and more economical transmitters delivering adequate signals with less power - as compared with present proposals to ban TV to the little-known UHF region. The 40 channels we propose will provide for approximately 2000 TV stations, surely enough to take care of all foreseeable requirements for years to come.

"Nothing stands in the way of this desirable solution of the television problem except a few minor Government installations on channels preempted by IRAC, but little used. Such Government installations could be readily transferred to the UHF, for which they are best adapted. (Already IRAC has earmarked one half of the entire radio spectrum leaving to FCC and the general public only the remaining half. Actually the Government in peacetime needs only a tenth of the spectrum for experimentation and practice. For in case of war, the whole spectrum automatically goes over to Government control).

"In your coming report to the President of the United States which at his direction your Board is now drafting, we urge that you recommend that by Presidential Order IRAC be instructed to release those little-used or unused channels, which stand in the

way of a practically-continuous TV band from Channel 7 to Channel 41 - thus authorizing FCC to allocate these channels for TV use.

"This would be a priceless vital move in the public interest, to help Television fulfil its now-evident role as the most tremendous service rendered by radio to present and future millions of American families.

"Television's future stands now at the crossroads! You can steer it away from UHF unknowns, and into channels where it will have greater immediate development and usefulness."

Commenting upon the situation Tele-Tech says editorially:

"Under the radio law "first pick" of all radio frequencies required by the Government, is given to the President. Carrying his terrific personal burden, the President turns this technical radio responsibility over to a committee of members drawn from each of the Government departments - IRAC. The Interdepartment Radio Advisory Committee has already gobbled half the radio spectrum, leaving the remaining frequencies to the FCC for assignment to all public and commercial uses. So acute has become this aggression of IRAC, that the President has now appointed a still higher-ranking Communications Policy Board to umpire the demands of IRAC and FCC, as between government and public.

"This top-side Policy Board will report to the President during October and could reshape TV's whole future by asking IRAC to relinquish frequencies that stand in way of extending the TV band practically continuously to Channel 41."

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PETRILLO WOOS PUERTO RICANS

James C. Petrillo, President of the American Federation of Musicians (AFL), said last Sunday, according to a CTPS report from San Juan, Puerto Rico, that he is trying to affiliate the independent Puerto Rican Musicians' union on the same basis as Hawaiian and Canadian musicians already are linked to his organization.

"Puerto Rican musicians are American citizens", Petrillo said. "They are entitled to be members of our powerful organization. I am sure they will derive more benefits from our association than what our organization will get economically from them."

Affiliation would mean that Puerto Rican musicians could go to the American mainland and play in union bands without having to establish residence. Their wage scale in Puerto Rico would be the same scale as that prevailing in the United States. It is now about half the continental rate. Puerto Rico is the only part of the United States in which musicians are not a part of the Petrillo union.

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SEN. BREWSTER STRAFES WILLKIE, JR. FOR BOOSTING SEN. TOBEY

Sen. Owen Brewster (R), of Maine, rebuked Phil Willkie, son of the late Wendell, for allegedly having endorsed Sen. Charles W. Tobey (R), in the New Hampshire primary in which Tobey's renomination will be considered next Tuesday (Sept. 12). Senator Brewster telegraphed Mr. Willkie, who is Assistant Director of the Republican Senatorial Campaign Committee, as follows:

"If your action is correctly reported", Senator Brewster telegraphed, "this is most embarrassing to our Campaign Committee as it is an inviolable rule of politics that the Senatorial Campaign Committee is most scrupulous in avoiding any mixing of primary contests which are peculiarly for the determination of the Republican voters in each State. Any use of the Senatorial Committee to influence primaries seriously mars its usefulness."

Other Republican leaders said privately that Willkie had embarrassed them particularly because some of the party's biggest contributors in New York and elsewhere are helping finance a campaign to unseat Tobey. His primary opponent is Wesley Powell, former Secretary to Senator Styles Bridges.

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"HEAR IT AGAIN!"; BRITISH REPEAT FAMOUS PAST BROADCASTS

The British Broadcasting Corporation has a series, "Hear It Again!" which brings back the voices of some of the great British personalities of the first thirty years of radio about which Paul Johnstone of the BBC comments:

"Winston Churchill's address on 'their finest hour' needs no comment, nor do the words of George Bernard Shaw. Priestly, on the little ships at Dunkirk, if less epic, is almost more moving to hear again.

"Do you remember when he was talking about the Gracie Fields, the Isle of Wight ferry boat: 'She was the glittering queen of our local line, and instead of taking an hour over her voyage, used to do it, churning like mad, in forty-five minutes. And now, never again will we board her at Cowes, and go down into her dining saloon for a fine breakfast. She has paddled and churned away - for ever.

"'But now - look - this little steamer, like all her brave and battered sisters, is immortal. She will go sailing proudly down the years in the epic of Dunkirk. And our great-grandchildren, when they learn how we began this war by snatching glory out of defeat, and then swept on to victory, may also learn how the little holiday-steamers made an excursion to hell - and came back glorious.'"

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SOVIET "RADIO LIES" HIT BY FEDERAL SECURITY ADMINISTRATOR

Calling the outpourings of the Moscow Radio fantastic, Oscar R. Ewing, Federal Security Administrator, at a meeting sponsored by the Labor Temple in New York Sunday (Sept. 3), declared:

"The struggle to preserve and extend freedom dominates the entire plante. Our greatest weapon in this battle is not the tank, or the heavy bomber or the atom bomb; it is the weapon of truth.

"The liar tells us that freedom is slavery and that slavery is freedom. He tells us that self-defense is aggressive war. You and I know that these are lies, yet there are people in many parts of the world who believe these lies. They follow the Moscow line like mindless slaves. They accept the fantastic outpourings of the Moscow radio, and of its transmitter at Lake Success, Mr. Jacob Malik, as though this were the new gospel."

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CIVIL SERVICE BLAMED FOR VOICE OF AMERICA "INCOMPETENTS"

Civil Service is taking it on the chin behind the closed doors of Congressional committees, Jerry Klutz, Government columnist, cites this example:

Representative Taber (R), of New York, told the House that he had advised Assistant State Secretary Ed Barrett to clean out the "incompetents" in State's Voice of America staff. He then said:

"He (Barrett) advised me that his staff was not as good as he hoped it could be, but that because of Civil Service it was impossible to correct."

Several other officials also are reported to have taken cracks at Civil Service and its lack of leadership in recent weeks.

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CONJUNCTIVITIS HITS OVERTIME TELEVISION VIEWER

Ben Payne, Sr., 45, came up with a new television ailment last week - television conjunctivitis.

Payne watched his set from 6 P.M. to 10 P.M. without a recess. He is a wrestling fan. His eyes began to smart, so he went to bed. About 1 A.M. he awakened, found he couldn't open his eyes and that his head hurt. At the hospital, according to the Associated Press, doctors said Payne was suffering from television conjunctivitis. In other words, he looked too long.

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G.E. WALKOUT CALLED SERIOUS THREAT TO KOREAN WAR WORK

A walkout of CIO workers at General Electric Co. spread to six more plants Tuesday (Sept. 5), and temporarily paralyzed an atomic energy laboratory, despite the truce efforts of Government mediators and union leaders.

Violence flared at G.E.'s electronics plant at Syracuse, N.Y., where some 4000 members of the CIO International Union of Electrical Workers (IUE) have been on strike since last Thursday, August 31.

The Syracuse workers, along with 19,000 IUE members at five G.E. plants in Lynn and Everett, Mass., last week kicked off what was scheduled to become a Nationwide strike against General Electric for a 10-cent-an-hour hike in pay and other contract improvements.

The union's leadership, headed by James B. Carey, deferred the walkout at the request of Cyrus S. Ching, Director of the Federal Mediation and Conciliation Service. Ching said a walkout would be a "most serious threat" to the home front's production effort for the Korean war.

The new strikes involve G.E. plants at Holyoke, Mass., 400; Providence, R.I. 350; Warren, O., 700; New Kensington, Pa., 300; Trenton, N.J., 860. IUE headquarters here emphasized the walkouts are not "wildcat" strikes, but are being conducted under terms of local union autonomy.

The Government's particular interest in the G.E. strike, according to the Conciliation Service, is that about a fifth of G.E.'s production includes war materiel, such as radar, gunnery systems, electronic items. The struck Massachusetts plants make jet airplane engines and turbines.

However, Lemuel R. Boulware, G.E. Vice President, charged that the Government stepped into the dispute to save the IUE and its leader, Jim Carey, from a "total failure" so far as the strike call was concerned,

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ASKS U.S. TO SEEK CUBAN TV TARIFF CUT

The Radio-Television Manufacturers' Association has asked the Department of State to seek a reduction in Cuba's tariffs relating to television receiving equipment in forthcoming negotiations at Torquay, England. RTMA suggested that Cuba be asked to reduce its TV tariffs in return for concessions already made by this country.

RTMA General Manager James D. Secrest said: "I am sure that it is unnecessary for me to emphasize the importance of the radio-television industry in this country, especially with relation to its capacity for military production. It is important that exports of television receiving equipment be facilitated wherever possible in the interest of maintaining a healthy industry at home."

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"MY FATHER, MARCONI" NEW BOOK ABOUT WIRELESS INVENTOR

A new book "My Father, Marconi" by Degna Paresce-Marconi, soon to be published, is condensed in the September issue of "Reader's Digest", a portion reading as follows:

"Father heard the call of science early. At 12 he became absorbed in physics and chemistry. Asked by his parents one day why he befriended an old blind man, he replied: 'He is a retired telegrapher and teaches me the Morse code.'

"He was 20 years old when he read an obituary of the German scientist Heinrich Hertz which described Hertz's experiments with electro-magnetic waves. Why couldn't signals be transmitted through the air without wires as Hertz had transmitted a spark?

"His first successful experiment in 1894 was followed by others with increasing distances. He offered his invention to the Italian Government, but the Ministry of Post and Telegraph was not interested.

"'You may have a better chance in my country', his mother encouraged him. In February 1896 he arrived in London with two trunks full of instruments. The British customs officers, suspicious of the strange devices, 'examined' them so thoroughly that they were ruined. He had to remake all the instruments.

"Fortunately, the British Government and certain private citizens realized that the 22-year-old amateur had a revolutionary invention which might one day make it possible to establish communication with ships at sea. In 1897 a British corporation was formed to exploit 'wireless telegraphy'. Father received half the capital stock and £15,000 in cash, and, at the age of 23, found himself wealthy.

"The first wireless station, built in 1897 on the Isle of Wight, made contact with a steamer 18 miles distant. A year later, the Daily Express of Dublin asked Father to send messages from a tug which would follow the racing yachts participating in the Dublin Regatta. The first day of the experiment was a complete fiasco. But Father tried again and sent more than 100 messages, thus winning the backing of the press, to which the wireless opened up new possibilities.

"The same year Queen Victoria expressed the desire to have radio communication between her summer residence on the Isle of Wight and the royal yacht 'Osborn', on which her son - later King Edward VII - was recovering from a leg injury. One morning, while Father was working in the royal gardens, the Queen went by without answering his greeting. A sensitive man, Father announced that he would give up the experiment and leave the palace. 'Get another electrician', Victoria ordered. 'Alas, Your Majesty', came the answer, 'we have no English Marconi!' The Queen frowned. 'Then tell Signor Marconi to come to lunch tomorrow.' Mollified, Father stayed and carried out the royal assignment.

"In 1899 Father experienced one of his greatest satisfactions. His invention got its first opportunity to save human lives. A British lightship, equipped with Marconi's wireless, heard the distress whistle of a steamer wrecked in the English Channel. It sent a wireless message to shore and boats were sent out to rescue the crew."

EISENHOWER PLEADS FOR OVERSEAS NET TO AID VOICE OF AMERICA

Gen. Dwight Eisenhower, wartime commander of Allied Forces in Europe, speaking from Denver last Monday, Sept. 4, on a nationwide broadcast launching the Crusade for Freedom, asked Americans to contribute funds (anything from \$1 up) for a network of European radio stations to counteract Russian propoganda, the network to supplement the "Voice of America".

General Eisenhower said:

"We need powerful radio stations abroad, operated without Government restrictions, to tell in vivid and convincing form about the decency and essential fairness of democracy. These stations must tell of our aspirations for peace, our hatred of war, our support of the United Nations, and our constant readiness to cooperate with any and all who have these same desires.

"Only then can we counteract the Communist deceits that are being spread with every weather, crop and news report.

"One such private station - Radio Free Europe - is now in operation in Western Germany. It daily brings a message of hope and encouragement to a small part of the masses of Europe.

"The Crusade for Freedom will provide for the expansion of Radio Free Europe into a network of stations. They will be given the simplest, clearest charter in the world: "Tell the truth." For it is certain that all the surface-bright, but core-rotten, promises of Communism to the needy, the unhappy, the frustrated, the down-trodden, cannot stand against the proven record of democracy and its day-by-day progress in the betterment of all mankind. The tones of the Freedom Bell, symbol of the crusade, will echo through vast areas now under blackout."

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MEXICO'S FIRST TV STATION TO GET BUSY ON THE BULL FIGHTS

Mexico's first television station, with the call letters XHTV, was officially inaugurated in Mexico City last Friday, Sept. 1, when President Miguel Aleman delivered a message to the Mexican people at a joint session of the Mexican Congress in the historic Chamber of Deputies, a few blocks from the presidential palace. Regularly scheduled programs will be telecast 5 to 7 P.M., week days, and 4 to 7, Sundays, when TV cameras will cover bull fights.

The new station is located in the 20-story National Lottery Building, highest structure in the Mexican capital, and is equipped with a 5,000-watt transmitter and associated studio and mobile pickup equipment supplied by RCA. It is owned by Television de Mexico, S. A., an enterprise of Romulo O'Farrill, Sr., publisher of the newspaper "Novedades".

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MISS MUIR SEEN CONVICTED WITHOUT DAY IN COURT

Writing of the ouster of actress Jean Muir from the radio cast of "The Aldrich Family", Jack Gould of The New York Times, concludes:

"The effect of the General Foods decision, of course, was very much to pass judgment on the merits of the protests. By dismissing Miss Muir the corporation did exactly what the protestors asked it to do. To take refuge behind the curtain of 'controversiality' is to beg the issue.

"By acting as it did, General Foods, with its enormous prestige and influence, put a policing power behind the allegations contained in 'Red Channels'. It lent the weight of reliability to charges which still remain to be substantiated and corroborated and admittedly were compiled by private parties with strong political feelings. Without having her day in court, Miss Muir has paid all the penalties - loss of job, earning power and reputation - which go with conviction.

"If this policy is extended - and unfortunately it already has been to considerable degree - radio and TV no longer can call their soul and conscience their own. They will live under the shadow of a blacklist. The pressure groups, with their own personal standards of what constitutes a Communist sympathizer, will be the dictators of the airwaves. Then the legitimate and much-needed fight against the introduction of totalitarian methods in this country will have been lost on a major front. The Muir incident has helped the Communist cause not ours.

"Clearly, it is time that both the sponsors and the broadcasters took their courage and their faith in democracy in hand and recognized, no matter how reluctant they may be to do so, that they have been caught up in one of the major issues of our times. The Muir case is not just a radio and advertising matter. Rather it is a national question of whether common sense and ordinary standards of fair play are to prevail in this country.

"The overwhelming majority of both executives and employees in radio and advertising belong to what might be loosely called the 'political middle'. With the rest of us they abhor communism and rightism with equal vigor. It is time that this 'political middle', which in a very real sense is America, began to assert itself. By our silence we are running the risk of being crushed between the two extremes. It is time that we made our influence felt because the Muir incident and its ramifications suggest that the hour may be much later than many of us had thought."

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WORLD SERIES TO BE PRESENTED BY NETWORK POOL

Television coverage of baseball's 1950 World Series early in October will be presented simultaneously by three networks - the American Broadcasting Co., the Columbia Broadcasting System, and the National Broadcasting Company.

Although the Gillette Safety Razor Co. will sponsor the telecasts, each network will pay the sponsor \$50,000 for the privilege of carrying the programs. Gillette recently paid \$800,000 to obtain the television rights to the baseball world's annual classic. Gillette before arranging the pool, is said to have offered the event to NBC on an exclusive basis for \$200,000, but the network declined.

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U.N. Security Sessions Are Hot TV Attraction  
( "Associated Press" )

A group of middle-aged men who don't sing, dance or tell jokes has been the hottest attraction in American show business for the past month.

They are the 11 members of the United Nations' Security Council - with Russia's Jacob A. Malik and American Delegate Warren Austin playing the star roles - whose television appearances have made history. U. N. officials estimated their daily video audience, on meeting days, at about 30 million.

Response to the programs is described by public relations experts as "fantastic". The Columbia Broadcasting System says there has been "greater public interest than in anything except national elections."

CBS said it has had no complaints because it cancelled ball games and other popular programs to make way for the series. On the other hand, a spokesman said, if the Council is late meeting, the switchboard is jammed with calls of viewers demanding their favorite show.

Every session of the Security Council since the Korean crisis started, except the first one on the Sunday afternoon, June 25, when the invasion began, has been televised. The programs are carried by 66 stations of both CBS and the National Broadcasting Co.

They are filmed for later telecast by stations in the West which do not have a direct hookup with New York by coaxial cable.

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Capehart Expenditures; Claimed They Were For Party Generally  
( Drew Pearson )

Some years ago the United States Senate refused to seat Senator Frank L. Smith of Illinois because he spent \$100,000 in a hot primary campaign. But now, in the neighboring State of Indiana, GOP Senator Homer Capehart has spent the staggering sum of \$91,961.84 in his primary campaign, even though he had no opponent. Capehart's senatorial salary for six years is \$75,000, to obtain which he has already spent \$91,961.84.

It will now be interesting to watch how much the "music box Senator" will spend on his general election, in which he faces a terrific battle from dynamic Democrat Alex Campbell.

The chances are that the money will continue to roll in from his wealthy backers. For Capehart had such an easy time raising money that he collected \$99,679.35, or \$7,717.51 more than he spent. His chief bank-rollers were the Lilly pharmaceutical people of Indianapolis, who fattened the kitty by about \$20,000.

Some of Capehart's campaign expenditures are equally interesting. Though he had no primary opponent, he reported to the Indiana Secretary of State that he spent almost \$40,000 in salaries for campaign workers. Also, \$6,268.89 for radio and newspaper advertising, \$2,000 for recordings and \$74 for "flowers".

Other expenditures included \$2,804.15 for "rent" (presumably office space and hotel lodgings); \$1,431.87 for general "expenses", and \$1,059 for "postage". Of course, some of this was undoubtedly an advance investment aimed at the final election and was justified by the fact that Capehart faces the political battle of his life.

Most modest entry in Homer's campaign report was \$2.50 for "repairs". Indiana Democratic leaders are speculating that this was used to mend "one little political fence" somewhere in the State.

(Editor's Note: When an Indiana newspaper recently printed the story that Capehart's renomination, unopposed, cost \$91,600 in his primary campaign, the following denial was made:

"This, of course, was an unfortunate newspaper story because the Citizens Committee for Capehart, I doubt very, very much, spent even \$1,000.00 in renominating Homer Capehart, but they did spend about \$90,000.00 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 \$1,200.00 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 news stories 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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Boost To FM Seen In 10% TV Tax  
( "Variety" )

Virtual certainty that television sets will be taxed 10% under the new revenue bill may give FM a big boost. Imposition of the tax (on the manufacturers' price) is expected to encourage set makers to include FM reception, which can be added at small cost and which may be offered as an attraction to overcome buyer resistance to the higher tag for TV receivers.

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:::: TRADE NOTES ::::  
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A seven-nation radio conference opens in Washington today (Sept. 6) in a new effort to iron out long-standing difficulties over assignment of broadcast channels.

Representatives are expected from Cuba, whose stations have been the target of complaints that Cuban broadcasts interfere with more than 600 standard band stations in the United States. Other countries represented are Canada, Dominican Republic, Haiti, Mexico, and the United Kingdom as agent for the Bahamas and Jamaica.

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The Radio Corporation of America declared a dividend of 87½ cents per share last week on the outstanding shares of \$3.50 Cumulative First Preferred stock, for the period from July 1 to September 30, 1950. The dividend is payable October 2, 1950, to holders of record at the close of business September 11, 1950.

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The "Catholic Hour", which last March observed its 20th anniversary on NBC, will be heard on the network from 2:00 to 2:30 P.M. EST, Sunday, October 1, instead of from 6:00 to 6:30 P.M., as in the past.

In commenting on the change of time, Charles R. Denny, Executive Vice President of NBC, and Stewart Lynch, President of the National Council of Catholic Men, said that a greater number of stations will carry the program in the new time period and a much larger audience will be available.

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Alfred Kohlberg, New York importer of Chinese textiles, told the National Exchange Convention in Washington last Monday, Sept. 4, that the press, radio and higher education have been "infiltrated" by pro-Communists. Big business in many cases is afraid to speak out, he said.

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The selling power of one of the top-ranking quiz programs will be put behind the RCA Victor "45" drive when RCA Victor takes over sponsorship of "The \$64 Question", starting Sunday, Sept. 10. The show, formerly called "Take It or Leave It", will be broadcast over the full coast-to-coast NBC network of 165 stations in the 10 to 10:30 P.M. (EDT) Sunday time period.

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Motorists returning to Chicago on Labor Day, Monday, Sept. 4, after the long holiday weekend, had the benefit of a birds-eye view of the traffic situation ahead through a special radio-traffic bulletin schedule presented by Station WGN in cooperation with the Chicago Motor Club. More than 300,000 automobiles carrying over a million person returned to Chicago on Monday, Sept. 4th.

In an observation plane, Tom Wiley, Chicago Motor Club Traffic Engineer, observed traffic movements and congested areas and short-waved his reports to WGN where a special features crew processed the reports for broadcast throughout the late afternoon and evening.



# HEINL NEWS SERVICE

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NILES TRAMMEL

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September 13, 1950

## COMMUNICATIONS PEOPLE SIT PRETTY WITH HARRISON APPOINTMENT

If you have been in the communications industry for long, you may find you have a friend at court in the person of Gen. William Henry Harrison, President of the International Telephone and Telegraph Company, just named Arms Production Director in one of the first big appointments in President Truman's new wartime setup.

In addition to being head of the National Arms Production Authority, General Harrison has the further prestige of being in on the ground floor with those who will build the President's vast defense structure.

The approval which has greeted the appointment of General Harrison from the communications industry where the General is best known, should reassure Mr. Truman that he has made a wise selection.

The official news came when Sunday (Sept. 10), Commerce Secretary Sawyer confirmed rumors which had been afloat in Washington for a week or so that the 58 year old I. T. & T. chief would head the new National Production Authority which was established a few hours after President Truman announced he had ordered its creation. The act authorizes NPA to set up compulsory regulations for establishing priorities and allocating scarce and critical materials. Secretary Sawyer said the agency would go slowly in the exercise of its powers which would cut into production of automobiles, home appliances, television sets and the like.

"We shall use these powers", he declared, "only as it becomes necessary."

But at the same time he expressed the determination of his department and the NPA to take whatever steps appeared necessary in our approach to the problems which this order imposes upon us. Whatever inconveniences result will, I know, be cheerfully borne by businessmen and citizens because of our common faith in and our will to defend our free society."

Simultaneously with its announcement of the creation of NPA, the Commerce Department issued orders reimposing export controls on 39 classes of iron and steel mill products which had been decontrolled for export last March. The products covered can be exported, except to Canada, after September 30 only under license from the department.

Establishment of the NPA and appointment of Harrison to head it completed one phase of the "austerity" program outlined by Mr. Truman in his Saturday night address from the White House and provided an equivalent of the powerful War Production Board of World War II. Another phase of the control picture was filled in by Mr. Truman himself when he named W. Stuart Symington, Chairman of the National Security Resources Board, as "coordinator".

In establishing the National Production Authority, Mr. Sawyer announced that he was transferring to the agency fifteen divisions of the Department's Office of Industry and Commerce. These divisions are: Small Business, Marketing, Iron and Steel, Metals and Minerals, Rubber, Textiles and Leather, Chemicals, Forest Products, Motion Pictures, Foods, Petroleum and Fuels and Energy.

Explaining the newly created agency, The Washington Post states:

"The star performer in the expediting program will be the National Production Authority created within the Commerce Department. The NPA takes direct responsibility for seeing that defense orders have top priority and that plants making weapons have ample steel, aluminum, copper and other materials. It serves the function that was assigned to the WPB (War Production Board) in World War II. As head of the NPA, the Administration has chosen William H. Harrison, who should be eminently qualified for the assignment by his service as Director of the Production Division of the old WPB and as Chief of the Procurement and Distribution Service of the Army Signal Corps in the last war. This draft upon experience ought to get the National Production Authority off to a good start.

"It is well to remember that the NPA shares the allocations and priorities powers with the Secretary of Agriculture (with respect to food, commercial fertilizer and distribution of farm equipment), the Secretary of the Interior (as to petroleum, gas, solid fuels and electric power) and the ICC (as to transportation). This natural distribution of functions will make it necessary to iron out interagency conflicts and that task has been given to the Chairman of the National Security Resources Board, Stuart Symington. Mr. Symington should not be regarded, however, as merely a trouble shooter or arbiter of disputes. The President has also authorized him to lay down program and policy directives, with White House approval, and in effect to supervise the whole defense effort. That assignment grows naturally out of the existence of the NSRB as a planning agency for effective use of our resources for defense.

"While the new defense set-up is complicated, its lines of authority are clear and each agency has a specific task reasonably well defined. If each unit does its part well, much of the confusion and lost motion that marked the introduction of civilian controls in connection with World War II can be avoided. It is now largely a question of whether the individuals chosen to direct the various units are equal to the heavy responsibilities they will carry."

Perhaps the most authentic information about General Harrison may be found in "Who's Who in America", data for which is usually furnished by the biographee himself. It follows:

Harrison, William Henry, army officer; born Brooklyn, N.Y., June 11, 1892; s. John and Ann (Terahin) H.; student Boys High Sch., Brooklyn, 1906-09, Pratt Inst., 1913-15; D. Engring. (hon.), Polytech Inst., Brooklyn, 1938; LL.D. (hon), Notre Dame U., 1939; D. Eng. (hon.)

Renssalaer Polytechnic Inst., 1946; m. Mabel Gilchrist Ouchterloney, April 14, 1916; children - William Henry, John Grant. Repairman and wireman, N.Y. Telephone Co., 1909-14; in engring dept., Western Electric Co., New York, N.Y., 1914-18; engr., equipment and bldg. engr., and plant engr., Am. Telephone and Telegraph Co., N.Y. City, 1918-33; v.p. and dir. The Bell Telephone Co. of Pa. and The Diamond State Telephone Co., 1933-37; asst. v.p., Am. Telephone and Telegraph Co., N. Y. City, 1937-38; v.p. and chief engr. 1938-43, 1945-48; president and director International Telephone & Telegraph Corp., since 1948. Director International Standard Electric Corp., Fed. Telephone and Radio Corp., Porto Rico Telephone Company. Chief Ship-building, Construction and Supplies Branch, Office of Prodn. Management, 1941-42; dir. of Production, W.P.B., 1942. Apptd brig. gen., U.S. Army, 1942, maj. gen., 1943; director construction division National Defense Council, 1940; dir. of procurement and distribution service, Office of Chief Signal Officer, Washington, D. C. Awarded D.S.M., 1945; Hon. Comdr. Order British Empire, 1946; Hoover Medal, 1946; Cross French Legion of Honor (Officer) 1947. Was Trustee Village of Garden City, N.Y., Commr. Pub. Works; chmn. Safety Council, Phila.; dir. Brooklyn, Poly. Inst. of Pratt Inst. Mem. Business Adv. Council, Dept. Commerce; mem. bd. trustees United Engring, Trustee, Inc. Mem. Am. Inst. Elec. Engrs. (ex-president), New York Electric Society, Newcomen Society, Eta Kappa Nu, Tau Beta Pi.

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WASHINGTON TRADE ASSOCIATION HEADS HONOR BOND GEDDES

Bond Geddes, Washington news service and trade association head, last week was elected a life member of the Washington, (D.C.) Trade Association Executives.

Mr. Geddes, who retired August 1 as Executive Vice President and Secretary of the Radio-Television Manufacturers' Association, had been with that organization since 1927. He is a charter member of the Trade Association Executives.

Robert C. Hibben, President of the Trade Association group, cited Mr. Geddes' contribution to the trade organization movement at a luncheon in the Mayflower Hotel.

Before entering trade association work, Mr. Geddes was manager of the Washington Bureau of the United Press and later was Chief of the Associated Press' Capitol staff. He was on the public relations staff of the Sinclair Oil Co. during the Teapot Dome oil investigation in 1924.

Mr. Geddes will continue as a consultant to the Radio-Television Manufacturers' Association.

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TRYING TO FIGURE OUT FCC TV COLOR DECISION HAS 'EM WOZZY

The press is having a field day with the Federal Communications Commission's color television decision and everyone having his own interpretation. Here are some of the opinions. Pay your money and take your choice:

C. E. Butterfield, Associated Press:

"The overall effect of the latest decision of color television by the Federal Communications Commission - its second - is to leave the whole question still in a 'pending' category.

"There can't be any doubt that CBS won a victory in the ruling, which, while declining to set final standards, highly favored the CBS system over RCA and CTI (Color Television, Inc.). This was in direct contrast to the earlier finding in 1947 when a differently constituted commission held that the CBS system was not ready.

"What happens now, in view of the fact that the FCC left the door open for further possibilities, depends on a number of factors.

"Basic is the transmission question. Stations must go on the air with color before the public can get interested. In this connection CBS says it is 'proceeding promptly with plans', adding it expects to have 20 hours a week 'within 30 days after the commission makes its final decision.'

"Next must come the sets. The FCC has asked manufacturers to build receivers to tune in both CBS color and black and white. None of the present seven million or so sets in operation will function in color without special converters.

"Finally, there is the public itself. Acceptance of color must rely entirely on how it reacts and how fast it buys new color receivers or adds converters to present sets. Meanwhile, black and white operations are to continue.

"In leaving the door open, FCC set December 5 as the date when improvements and other systems, of which several are reported in the works, can be offered for consideration. A latchstring fastened to this door implied it would close and the CBS method be accepted immediately if manufacturers did not meanwhile cooperate in incorporating color equipment in new sets.

"On the other hand, RCA has indicated it still has hopes for its system, which was urged on the grounds it would also fit into the present black and white operations. CTI only last week advised the Commission it had an improved system to offer.

"It should be apparent that color still has a number of obstacles to hurdle and that it is going to take some time after that to get under full operation."

Jack Gould in The New York Times:

"The long-awaited action by the Federal Communications Commission on the future of color television finally has been taken. After a couple of years of exhaustive tests, hearings and arguments, the Commission boldly came to its conclusion: it's not sure yet what to do.

"That's the nub of the complex, confusion and bewildering 'decision' which the FCC has handed down. Every declaratory statement which the Commission makes in its announcement is ringed by protective 'ifs' and other subjunctive safeguards. Anybody who has not memorized Roget's Thesaurus and done post-graduate work at M.I.T. had better stay away from the FCC's latest best-seller.

"After a few days spent amid the Commission's own special world of semicolons, the following appears to be what the FCC did:

"It found the color system devised by the Columbia Broadcasting System as far and away the best and indeed the only one ready for commercial introduction. The systems of the Radio Corporation of America and Color Television, Inc., said the FCC were just also-rans.

"But, says the FCC the CBS system presents difficulties. For one thing it does not work on the same standards as present black-and-white receivers. If CBS were to transmit a picture in color, you'd have to have a special gadget - the cost might run anywhere from \$40 to \$60 - even to get a picture in black and white. A more fancy gadget would be necessary to receive color on an existing receiver.

"Since there are an estimated 7,000,000 sets in the hands of the public, the FCC can see where some present viewers might not warm to the idea of throwing their sets out or resuming relations with the Morris Plan \* \* \*

"Under the circumstances, it would appear that the public will have to be patient. Until the FCC gives the manufacturers time to make up the Commission's mind, we will not be able to see in full color either wrestling, impersonations of Humphrey Bogart or the right way to use an all-purpose vegetable paring knife."

#### Variety:

"Now that the FCC has decided affirmatively for color television but has deferred final standards to give industry a three-months period to show something better than the CBS system, the big question here is what will the manufacturers do. For it is up to them to determine whether we shall have color now or wait from six months to a year with no one knows how much dislocation in the receiver market.

"In proposing that manufacturers build in compatibility (for CBS color) in all new sets, the Commission has given the industry a taste of the kind of problem the agency itself has been wrestling with for the last three months; how to keep the door open for further developments and at the same time protect new receiver owners against obsolescence.

"The manufacturers are given a choice (which is a nice way of saying the FCC is holding a club over them) of putting in adaptors or else. And the 'else' is CBS color immediately. It is a tough question and one that is not likely to be decided overnight (FCC gives until Sept. 29 for an answer), since the industry is given only three months to produce a better system than Columbia's, and to deliver to the Commission in that time "representative receiver apparatus" which can get color transmissions from a commercial station. Judging from the time that it has taken new color systems to develop to the apparatus stage, even under the impetus of the

Commission hearings, it would be considered phenomenal if a better system than that of CBS (which has been 10 years in development) can be demonstrated by the Dec. 5 deadline."

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TOBEY LEADS CLOSE RACE FOR SENATE RENOMINATION; RECOUNT ASKED

Senator Charles W. Tobey (R), of New Hampshire, is leading by a slender margin at this writing (Wed. A.M., Sept. 13) and his opponent in the Republican primary, Wesley Powell, 34 years old, says he will demand a recount. Powell was formerly Administrative Assistant to Senator Style Bridges of New Hampshire. The vote in 295 precincts out of 297 is as of now, Powell 37,270, Tobey 38,401.

In the campaign Tobey was called a "Truman" Republican. Tobey retorted he voted "for the best interests of New Hampshire and all the people regardless of party."

Powell attacked Tobey for his "America first" activities before World War II. But Tobey countered by playing up the endorsement of him as an internationalist by Philip Willkie, son of the late Wendell L. Willkie.

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GOLDMARK BOOSTED TO V-P AS CBS TV COLOR REWARD

Dr. Peter C. Goldmark, Director of the CBS laboratories which developed the CBS color television system and the long playing record, has been appointed Vice President in Charge of Engineering Research and Development of the Columbia Broadcasting System.

"Dr. Goldmark's appointment", Frank Stanton, President of CBS said, "is not only a recognition of his outstanding contributions in the field of electronics. It also takes cognizance of the fact that color television has now reached a stage of major significance in the communications field. The Sept. 1 report of the Federal Communications Commission was a long step toward the final adoption of CBS color television for broadcasting, and the recent arrangement concluded between CBS and Remington Rand for the production of color television equipment for industrial use assures widespread application of Dr. Goldmark's work in many other fields."

The FCC report gave unqualified approval to the excellence and practicality of the CBS system developed under Dr. Goldmark's supervision, and found it clearly superior to the other systems considered.

Dr. Goldmark's work, particularly in color television and long playing records, has earned him a world-wide reputation. He joined the CBS staff in 1936, and since then has directed the comparatively small but highly skilled laboratory staff which has brought color television to its present advanced state of development.

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## STANDARDIZATION CITED AS FOUNDATION FOR RADIO, TV PROGRESS

A report on engineering standardization in the radio industry which began in 1913 and is today the basis of outstanding advances in the electronic art, including television, radar, radio, electronic computing and other complex electronic devices was presented to the West Coast Convention of the Institute of Radio Engineers at Long Beach, California today (Wed., Sept. 13) by Virgil M. Graham, Director of Technical Relations for Sylvania Electric Products, Inc., and Associate Director of the Engineering Department of the Radio-Television Manufacturers' Association.

"Early radio standardization", Graham said, "stemmed from the first preliminary report of the Committee on Standardization of the Institute of Radio Engineers dated September 10, 1913. This report contained definitions of terms, tests and symbols which are of interest to the radio industry and the Institute today.

"The first effort to establish the manufacturing type of standards began about 1923 by the Associated Manufacturers of Electrical Supplies then concerned particularly with appliance type of electrical equipment. Activity of AMES committees continued until mid-1926 when their organization combined with the Electric Power Club, concerned with heavy power equipment to form the National Electrical Manufacturers' Association. Radio standardization was continued by NEMA's Radio Division which published handbooks on standardization during 1927 and 1928.

"In 1929 the rapidly growing Radio Manufacturers' Association, which had been established in 1923, set up the first RMA Engineering Committee with a Standards Section. At this time RMA standardization procedure followed closely that established by NEMA. Material was proposed by RMA engineering subcommittees, reviewed by the general Standards Committee and approved proposals were then submitted to RMA membership for letter ballot providing one vote for each member company. If the ballot was not returned within a stated time it was counted as affirmative. A majority of 75% affirmative votes was required for adoption.

"Occasions when 75% of the ballots were not returned were not unusual. The weakness of the procedure soon became apparent. In 1934 a survey of other manufacturing standardization systems indicated that procedure used by the Society of Automotive Engineers was more desirable. Therefore, a modified SAE procedure was adopted by RMA. Proposals are circulated for comments which a General Standards Committee judges for the industry. This procedure permits consideration of valid objections and provides a very democratic standardization system.

"During the early 1930's RMA engineering was concerned principally with component standardization. Therefore subcommittees were formed out of the components committee to specialize in standards for resistors, capacitors and other components. L. C. F. Horle, a consulting engineer in New York, organized these component standardization committees and also established the RMA Data Bureau.

In 1938 the Bureau assumed the handling of tube type designation assignments which had previously been a function of the RCA License Laboratory.

"The RMA Data Bureau became the focal point of the engineering department's operations as activity increased. In the late 1930s collection and tabulation of data on broadcast receiver characteristics were an important phase of the Bureau's activity. Information on sensitivity, selectivity and other characteristics could be made available to the Federal Communications Commission and other groups requiring it. This activity was interrupted by World War II but was resumed in 1947."

In closing Graham reported the retirement of Mr. Horle as Manager of the Data Bureau and Chief Engineer of the Radio and Television Manufacturers' Association. He announced the appointment of Ralph Batcher who has long been associated with the radio industry to succeed Mr. Horle.

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SAM GOLDWYN AGAIN URGES TV AND MOTION PICTURES TO MERGE

Back in Hollywood after his trip to Europe, Samuel Goldwyn, famed motion picture producer, has again advised his fellow workers in the vineyards that they had better get together with the television producers.

"The critics of television are all wet", Mr. Goldwyn told Philip K. Scheuer of the Los Angeles Times.

"Referring to a recent magazine article carrying his by-line, Goldwyn declared that ultimately the motion picture industry and television must join forces - not in common ownership but with each making its facilities available to the other - to their mutual benefit.

"Meanwhile, the all-important thing is what comes out on those TV sets", he continued. "Today, for example, children eat their dinner in front of them; when they are punished, they are told that they cannot look at TV!

"The silly things they see today - the westerns of 25 years ago and all that - are not going to make up for the homework the children are supposed to do. Eventually the parents may forbid them the sets entirely. Television can become either the greatest moral force ever put into the home or - but I don't like to think of the alternative.

"As for its effect on movies - well, people are going to shop a little harder than before; the fine pictures do a fine business, even today, and the poorer ones do hardly any at all. People can see the poor ones on television at home - and maybe some good ones, too!

"I attended a dinner in New York at which everyone predicted great things for TV - especially if the programs continue to originate there!

"When it came my turn I got up and said, 'Gentlemen, you will all come to Hollywood. We've been rehearsing the last 40 years

for you - and we know how. Hollywood will be as great a center for television as it is for motion pictures."

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"TELE-VIEWERS" ORGANIZE TO FIGHT COLOR TV

A non-profit, educational organization representing television set owners was formed in Washington last week and immediately took issue with a Federal Communications Commission report favoring a non-compatible color TV system.

The new group, known as the Association of Tele-Viewers, said its main purpose is to "act as liaison between its members and the television industry and governmental agencies."

But its first action was to protest an FCC report which said the Columbia Broadcasting System's non-compatible color TV method was the best the Commission has seen to date.

The Association said it "feared" the FCC announcement may be followed by a ruling which would threaten the seven million TV sets now in use, which cost two billion dollars, with "overnight obsolescence."

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COMMERCIAL-FREE RADIO PROGRAMS OFFERED FOR FEE

At long last the announcement of the possibility of radio programs with no interruptions for "a message from the sponsor" was made last week.

In New York, the Muzak Corp. disclosed it has petitioned the Federal Communications Commission to authorize the new type of radio transmission. It would be called "Muzak Narrowcasting". The commercial-free programs would be received through a special gadget, which could be attached to any FM radio receiver.

As usual, however, the consumer would pay. He would have to buy the special gadget, which Muzak said would cost "very little". He also would have to pay "a few cents a day" to Muzak for the privilege of hearing the programs.

The system is called narrowcasting, as opposed to broadcasting, because it is transmitted to a "narrow" field.

For years, Muzak has piped musical programs to various types of business concerns, principally restaurants and taverns. This is the first attempt to offer its programs to the public.

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LIVE WIRE ELECTROCUTES FATHER, SON, SETTING UP TV AERIAL

A father and his son were killed by electric shocks and a daughter was badly burned shortly after noon Saturday, Sept. 9, in a freakish accident growing out of their attempt to install a television antenna in the rear of their home at Lake Success, L.I.

The dead are Charles Rutter, 43 years old, a superintendent of maintenance for the New York City Housing Authority, and his son, Charles, Jr., 19; Adelaide, 17, the daughter, was seriously burned about the hands, legs and chest before she was heroically pulled from a live guide wire by Patrolmen John Quicker of the Lake Success police. Mrs. Adelaide Rutter, the mother, was reported suffering from shock and hysteria.

The accident was the aftermath of a joint family effort to install a new-type antenna that presumably would have improved reception on the family's television set.

Police said the family had just taken down the conventional roof antenna and were preparing to set the new aerial firmly in place in the back yard. The new antenna, designed by young Rutter, a television student, consisted of a 29½-foot metal mast with a 5½-foot crossbar.

Mr. Rutter and his son were engaged in fixing the mast firmly into the ground, and Adelaide held one of the guide wires that were to make the mast secure. Suddenly the mast tipped and fell against a high tension wire of the Long Island Lighting Company. The wire is one of the primary distribution lines and carries 13,000 volts. It is about twenty feet from the ground at the rear of the house. As the metal mast touched the wire there was a blinding flash. The two men apparently were killed instantly.

When the police arrived, Patrolman Quicker observed Adelaide unable to let go of the guide wire. He ran to his car, pulled out some old newspapers and pulled her from the wire. Units of the Sixth Precinct Squad, the Fire Department, and other police squads worked in vain for two hours to revive Mr. Rutter and his son.

The high tension lines in this and other new developments throughout the country, it was learned, are run through the rear yards of the homes rather than along the street on which the homes front.

The accident recalled a similar one in May, 1948, at the Anthony Harris home in Strathmore, a development in Manhasset, L.I., where two television service men lost their lives when a strong wind blew the antenna mast against a high tension line.

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SYLVANIA EXPANDS PLASTIC PRODUCTION FOR RADIO, TV

A new plant which will specialize in the production of plastic and plastic-metal components for the radio, television and lighting industries is now being constructed for the Parts Division of Sylvania Electric Products, Inc., at Warren, Pa.

He said that ground for the new plant, which will provide 30,000 square feet of production space, was broken on July 5 and that the plant should be ready on or about October 15th. Provision is being made in the initial structure for the expansion of floor space to approximately 100,000 square feet.

Operations at the new plant will be devoted exclusively to the production of plastic products for the radio, television, lighting and other industries and will include both thermosetting and thermoplastic items with and without metal inserts.

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ZENITH FIRST 3 MONTHS CONSOLIDATED PROFITS - \$766,954

Zenith Radio Corporation reports estimated net consolidated profits for itself and its subsidiaries for the first three months ended July 31, 1950, of its current fiscal year amounting to \$766,954 after Federal income tax provision of \$550,936, depreciation, excise taxes and reserve for contingencies.

Net consolidated profit for the same period a year ago was \$170,945 after a deduction of \$251,376 representing amortization of goodwill incident to acquisition of a subsidiary. Inasmuch as the item of goodwill was completely amortized at April 30, 1950, there was no comparable deduction applicable to the earnings for the 1950 quarter.

"The company is proceeding with its plans for a limited 90-day commercial test of Phonevision scheduled to start October 1st to determine the extent to which the public is willing to pay a fee for home showing on television of good movies and/or other entertainment", Commander E. F. McDonald states. "The broadcasting station located on the Field Building is now ready for operation and the 300 participants have been selected. The public interest in this test is evidenced by the more than 50,000 applications to participate in the test."

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Baltimore, Md.,

A moth put television station WAAM-TV/off the air for an hour one day last week. Tubes blew out, fuses popped, and a flash of high voltage electricity welded solid the vibrating contacts of a relay.

Charles Blair, an engineer, finally found the wrecked relay and the charred remains of the moth. It had flown into the maze of tubes, wires, resistors and relays, causing a short when it passed at just the right instant through the gap in a high voltage circuit.

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SIREN BAN EVOKES A NOISE HEADACHE

The ban on the sounding of sirens, which went into effect at 8 A.M. yesterday, (Tues., Sept. 12) in New York City under the State's Civil Defense Law, brought with it unexpected difficulties.

Radio stations, banks, department stores and volunteer fire companies operating in the city were seeking substitutes for sirens, which now may be used only to signal an air raid.

Inquiries from groups that use sirens as burglar alarms, for sound effects in radio programs and to call volunteers to fight fires were told at City Hall, according to The New York Times, by the office of Arthur W. Wallander, City Director of Civil Defense, that they would have to install bells or other alarm systems that did not sound like sirens.

Any sounding of sirens, henceforth, will indicate air raids. For the present if such a warning becomes necessary the alarm will be sounded from Police and Fire Department vehicles. Later it is planned to set up large air-raid sirens.

Although the Columbia Broadcasting System, the Mutual Broadcasting System and the National Broadcasting Company said that they would abide by the defense law order, the American Broadcasting Co. said it planned to continue such sound effects wherever programs called for them. A spokesman added "they will be heard only for a few seconds".

A radio and television landmark affected by the order is the screaming siren that heralded the NBC program sponsored by the Texas Company and starring Milton Berle on television. "Gang Busters" another radio show on CBS, also will be without its familiar siren.

While perturbed officers of banks and stores are replacing their burglar alarm systems, volunteer fire companies in four boroughs who have used sirens to alert members must also set up a new method.

In Staten Island two such companies expect to use a whistle alarm. Seven other companies are still undecided on what they will do.

Police Chief of Staff August W. Flath reported that he did not expect any serious impediment to police vehicles because of the ban. He pointed out that horns and flashing red lights atop police cars would speed them through traffic. Police vehicles used this technique before the advent of sirens.

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::: SCISSORS AND PASTE :::  
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That \$800,000 For The World Series TV Rights  
("Advertising Age")

It may very well be that Gillette Safety Razor Co. has done a serious disservice to itself and to advertising and television by meeting a bid of \$800,000 for TV rights to the World Series supposedly made by General Motors on behalf of Chevrolet.

This fabulous price may be entirely justified, from an advertising standpoint, by what Gillette gets out of its sponsorship of the series this year.

But what about next year, and the year after that?

Having discovered that advertisers seem willing (or should we say anxious?) to pay any price, no matter how fantastic it might have sounded the day before yesterday, what will the rights to the 1951 series cost? \$1,000,000? \$1,500,000? \$2,000,000?

The trend of thinking on the part of the office of the Commissioner of Baseball is already fairly clear. Here is an opportunity, apparently, to make as much money out of the baseball business as the whole of organized baseball ordinarily makes in a year, and it can be expected that the baseball magnates will not overlook the opportunity.

What seems more than likely to happen is that the cost of sponsorship of the World Series (and other major sports events) will rise to the point where even the biggest, most venturesome advertiser will be priced out of the market. Then, unless our crystal ball is badly clouded, theater owners, with their paying box office patrons, will step in. Because, present indications are that no one but a network of theater owners stretched across the country will be able to finance a fanfare whose asking price is sure to be a million dollars or more next year.

The pattern is getting a tryout this Fall as four theaters in Chicago and Detroit will carry exclusive game-time telecasts of Big Ten football games. It will get a big push from the fantastic price paid for the World Series rights.

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Television Diplomats; U.N. Drama  
("The Washington Post")

The televised diplomats are the talk of everyone who follows the Security Council meetings by video. Fans of the photogenic Indian delegate, Sir Benegal Rau, argue his sincerity and lofty-mindedness, and those of Jebb praise their man's poise and brilliant sarcasm. Some spectators are delighted, others critical, when Warren R. Austin, the American delegate, gets "mad" and shows it. Mr. Malik's stubborn, robot-faced technique enrages most American onlookers; yet some students of the Asian mind say it would go across well with eastern onlookers. Certainly television, which reveals every gesture and shade of expression, is putting a premium on the deportment of diplomats. Generally speaking, the calm, polished graduate of what is called old school diplomacy seems to have the advantage.

This success of the U.N. on television has brought a wider popular interest in the world organization. Fan mail has greatly increased. Telephone lines to headquarters are often blocked during and after a televised Security Council meeting. Some callers, in direct American fashion, demand to speak personally to Mr. Malik. Attendance has greatly increased and television screens operate in four conference rooms, as well as in the delegates' lounge, to accommodate the crowds. As yet, all this television interest is limited to the United States and Britain, which have national networks, though proceedings are to be retelevised in France and (it is said!) the Soviet Union. It may be a long time before U. N. proceedings are flashed by screen to remote areas, but eventually people in most parts of the world will be able to make this closer check on those who represent them.

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Standardize TV Picture Tubes  
 (Dr. O. H. Caldwell - "Radio and TV Retailing")

Now that most "doubting Thomases" are willing to concede that television, like the automobile, is here to stay, and since manufacturers have had several years in which to develop "know-how", it would be well to take steps to standardize some of the loose-ends in this new giant industry. As a case in point, one of the greatest problems today is that of the large number of different picture tube types now being made and marketed. For example, there are more than 20 different types of 16-in. round tubes and four types of 16-in. rectangular tubes. Likewise, there are seven different 19-in. round types and two rectangulars.

The sad part of the story is that none of the different types in a given size are directly interchangeable, and therefore, aside from the pyramiding of manufacturing facilities required to produce them, the situation in the replacement market is rapidly approaching the chaotic. Such a wide variety of available tube types which do the same job is certainly inconsistent for efficient mass production and completely out of line when considered in the light of the current national emergency. The distributors, dealers and servicemen are confronted with either heavy inventories, shortages, or loss of consumer good-will, because "adapting" can be a costly procedure. Yet, oddly enough, the differences between the various types in any given size are relatively minor; some only involving a slight change in a physical dimension.

Recent announcements refer to an entirely new crop of picture tubes, such as the 17-in. "diagonal" metal rectangular (about the same screen size as a 16-in. round), 19, 22, 24 and 30 in. sizes as becoming available during the latter part of 1950 and during 1951. If past performance be any basis for judgment, so far as production and consumer demand is concerned, then it is high time that some protective and adequate standards be developed. We believe that such standards could restrict the number of tube types to no more than two for any given tube size.

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TRADE NOTES

Lowell Thomas, CBS newsman and world traveler, celebrates his 20th anniversary on the air, with the broadcast of his regular CBS news program Friday, Sept. 29, when William S. Paley, Chairman of the Board of the Columbia Broadcasting System, will be his special guest (CBS, 6:45, EDT). Thomas made his network radio debut over CBS on Sept. 29, 1930.

Sales of radio-receiving and television sets by Canadian producers during May 1950, just made available by the Commerce Department, totaled 51,616 units, valued at \$3,805,166 at list prices. Television sets numbered 686 valued at \$314,480. Producers' sales during the first 5 months of 1950 totaled 256,781 units valued at \$20,920,969, including 4,248 television sets valued at \$1,791,280. In the first 5 months of 1950, imports of radio receiving sets totaled 10,785 units and exports, 13,956 units.

Melvin E. Drake, former Vice President and Station Manager of WDGY, Minneapolis, Minn., has accepted the position of Director of the Station Relations Department of the National Association of Broadcasters. He succeeds the late B. Walter Huffington. Mr. Huffington, first Station Relations Director of the Association, died of a heart attack after having completed three days of a projected two-week membership tour of the Southeastern States.

Traveler Radio Corporation announced a stock dividend of one share of \$1-par common stock for every five shares held, payable on Oct. 10 to holders of record on Sept. 18. Directors also declared a cash dividend of 10 cents on the common stock, payable on Oct. 10, to holders of record on Sept. 20. A similar cash dividend was distributed in July, the first payment since the company became publicly owned in May.

A copy of London Calling, official publication of the British Broadcasting Corporation dated August 10, carries a verbatim account of President Truman's first Korean speech. It was broadcast around the world by the BBC in addition to the "Voice of America".

The 1951 Medal of Honor of The Institute of Radio Engineers has been awarded to Dr. Vladimir K. Zworykin, electronics scientist of the R. C. A. Laboratories at Princeton, N.J.

Presentation of the medal will take place at the Institute's annual meeting in New York next March. The medal is the organization's highest award, and is given only to those who have made important contributions to the advancement of the art and science of radio communications. Dr. Zworykin's early work in electronics was largely responsible for the electronic scanning method now used in television.

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# HEINL NEWS SERVICE

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September 20, 1950

"IS THE FCC COLOR-TV DECISION CALAMITY OR OPPORTUNITY?"

This is a prize poser put by Dr. O. H. Caldwell, who was a member of the original Federal Radio Commission.

"A majority of the radio-television industry is aghast at the Federal Communications proposed field-sequential system", Dr. Caldwell adds. "Manufacturers and engineers are outraged at the FCC attempt to control factory output by 'Bracket' requirement."

Dr. Caldwell writes in the October issue of Tele-Tech, of which he is the editor:

"Color-Television hearings before the FCC began in September, 1949, and were concluded eight months later, producing nearly 10,000 pages of testimony. These hearings led to the issuance on September 1, of the first report by the Federal Communications Commission on Color-Television. This 59-page document, written by Commissioners Coy, Webster, Walker and Sterling was endorsed, with exceptions, by Commissioners Hennock, Hyde and Jones. At long last we know what the Commissioners think about the Color controversy. Also it is revealed that what should have been treated as an engineering problem has emerged as a controversy between factions -- the FCC on one hand, and the Industry and RTMA on the other.

"Here is what the FCC has announced: No final color standards are being proposed now.

"But if a decision were made now, the FCC explains, the Field Sequential System (CBS) would be selected because the FCC believes that neither the Line Sequential (CTI) nor the Dot Sequential System (RCA) meet the FCC criteria.

"These criteria are: Color fidelity; adequate apparent definition; good picture texture; no marring by misregistration, line crawl, jitter or unduly prominent dot structure; brightness sufficient for adequate contrast range and for normal home viewing without objectionable flicker; receiver cheap and simple to operate; reasonable transmitter costs and operating skill, not restrictive; system not unduly susceptible to interference; operation over inter-city relays cutting off at 2.7Mc.

"Compatibility. This most important requirement in the minds of most TV engineers, FCC has omitted from its above list of criteria. The Commissioners say they have not seen a satisfactory compatible system demonstrated, and that to secure compatibility either the system gives poor picture quality or is complex or both. The report states that compatibility 'is too high a price to put on color'. The majority of the industry's TV engineers do not agree with FCC.

"Regardless of comments minimizing the importance of compatibility the Commissioners must be worried on this score. They

propose 'bracket' standards in our present monochrome systems as follows:

"Scanning-line Frequency. . . . 15,000 to 32,000 per sec.  
 (Now 15,750)  
 Field Frequency . . . . . 50 to 150 per sec.  
 (Now 60 per sec.)

"A receiver built to receive these 'bracket' standards, hereafter called a Bracket receiver, would operate on the present black-white standards, and then, at the turn of the Bracket switch, give monochrome pictures on CBS color transmissions. For reception of color the further addition of a converter, say, a rotating color disc and motor, would have to be made to the TV set.

"Why 'bracket' standards? If all future TV sets were Bracket sets, then the FCC's responsibility of seeing that set owners enjoy monochrome service from all transmitters within range would be limited to only (!) the present 7 million owners! (This will be 10 million at the end of 1950). The FCC will not have to continue to worry about the compatibility problem growing worse when and if receiver manufacturers promise, at the request of the Commission, to build dual or Bracket standards into all their sets. And that is exactly what FCC has asked the manufacturers to do. By Sept. 29 the set-makers were asked to tell the Commission whether they will build Bracket receivers, starting 30 days after the FCC order is published in the Federal Register.

"What will happen if they do not so promise? If the FCC does not receive sufficient assurances that the great majority of sets produced will be Bracket receivers, then the Commission declares it will not postpone final decision but will adopt CBS Color Standards in one month! A rather clever but high-handed method of forcing, or attempting to force, manufacturers, over whom the FCC has no jurisdiction, to help carry out the Commission's present intent regarding color.

"What is the reward if the manufacturers agree to produce Bracket receivers? The FCC will then postpone its decision and witness tests of color systems, provided they satisfy the criteria mentioned above and provided the receiving equipment is delivered to the FCC Laboratory by Dec. 5 and a suitable signal is on the air in Washington for test and that the tests terminate by Jan. 5, 1951. (According to Commissioner Hennock's view the decision date should be moved ahead to June 30, 1951. She wisely points out that newly-developed, all-electronic systems, some of which have not yet been shown to the FCC, may bring the realization of an acceptable Compatible system.)

CTI has a new system to show; RCA has greatly improved the performance of its system since the last demonstration that FCC officially recognizes; there is the Lawrence tube to see; Hazeltine has improvements; G.E. also has a new system. How will these have a chance to be included in the line-up when the color system for USA is chosen? Only if in the meantime all the large manufacturers of TV sets promise to add Bracket equipment to their receivers, if our each receiver by at least \$10 to \$30. What will the customer get in return? A wider adjustment of horizontal and vertical scanning speeds; wide enough to include CBS standards; an addition which may never be used. It is possible that 3 million TV sets would be manufactured before the final FCC decision. This would mean \$90 million of customers' money thrown away on a useless addition to their

receivers if a better, compatible system is eventually chosen instead of the CBS system. Certainly, this is too high a price to pay. Let the people buy what they want. Do not force them to pay extra for a dual standard set. Possibly CBS color will never be broadcast from the stations they receive.

"Here is a clear example of where faith in the future, possessed by the scientific researcher, the dreamer, pointed out the way to success. It is unfortunate that there is no such guiding personality on the Commission nor is there a single experienced television researcher on the FCC engineering staff. The important matter of future color standards is an Engineering problem. Where is the needed type of experience and judgment to be found? Among engineering personnel who have been or are with the large TV companies where extensive research laboratories are available and where color systems of the future can be worked out and tested. Of the many capable TV engineerings appearing as witnesses during the FCC hearings, a large majority were not in favor of the CBS system. Why was this? Not because they were biased but because their experience allowed them to evaluate color systems. They have testified under oath that Dot Sequential standards can produce better performance than Field Sequential standards. Some have proven this in their laboratories.

"Why has FCC disregarded their testimony? Why has there been a 'fight' in progress during the color hearing between the manufacturers and the FCC? The FCC report has not helped restore peace. It has shown what Bureaucracy can do to Industry. Millions of TV users may be saddled with an inferior system when Bureaucracy attempts the difficult technical problem of TV transmission standards. This problem should be assigned to Industry engineers."

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STANDARDS BUREAU OFFERING NEW VHF CALIBRATION SERVICE

The National Bureau of Standards is now offering a calibration service for field-intensity meters at all radio frequencies of broadcast and commercial importance up to 300 megacycles. Of special interest are the new standards and methods which have been developed at the Bureau for calibrating field-intensity meters in the very high-frequency region from 30 to 300 megacycles. The new standards were developed to meet a need for an improvement in the available accuracy of field-intensity measurements required because of the greatly increased use of VHF bands by FM and TV stations. Prior calibration service for field-intensity meters had already accommodated meters operating in the range from 10 kilocycles to 30 megacycles.

Commercial field-intensity meters are unfrequently used by broadcast engineers to determine the antenna efficiency and coverage of a radio station. The calibration of such instruments must be based on standards which are derived from and agree precisely with the basic units of measurement. The National Bureau of Standards has taken the lead in developing new and improved standards and increasing the accuracy of those already available.

The extended field-intensity-meter calibration service necessitated the development of new and accurate field-intensity standards. The VHF standards are similar to those already employed at lower frequencies, but several special techniques, particularly in the measurement of antenna current and voltage have been developed to meet the peculiarities of VHF calibration work.

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BELL SYSTEM NEW YORK-CHICAGO RADIO RELAY SYSTEM TOPS THEM ALL

Scheduled for service this month, the New York-Chicago Bell System radio relay facilities will be the longest of their kind to date, covering 838 route miles and initially providing a channel in each direction for television. Another 458 miles will be added to this by the extension of radio relay to Omaha at the end of this month.

Actual construction on the New York-Chicago radio relay route was started back in 1948. That part of the route went from New York City across New Jersey and into Pennsylvania, where construction of the antenna supporting structures was started last year.

A total of 35 relay points is needed to beam the signals between New York and Chicago. Four telephone buildings, those located in Cleveland and Toledo, New York and Chicago serve as four of these points.

Between Chicago and Omaha, the signals will be carried over ly relay stations located along a pathway which passes through Northern Illinois, and middle Iowa to the terminal at Omaha. One of the construction features of this radio relay span is the 427-foot structure at Des Moines, Rising high above the buildings of this Midwestern metropolis, the tower is made of open steel framework.

Two important branches will be connected with this system: one by coaxial cable from Des Moines to the Twin Cities of St. Paul and Minneapolis and the other by the Omaha-Kansas City coaxial cable. The latter is a new cable, a section of which is going into service for the first time to provide both telephone and television facilities. The former is an existing coaxial specially equipped to carry video as well as telephone messages.

Depending on where they are built, intermediate relay stations range in height up to 400 feet or more to provide line of sight transmission required by microwaves. In the East and West, where more mountainous terrain affords natural height and therefore better line of sight conditions, the buildings do not have to be as tall as in the Midwest where the lands are generally flat. On the average, the stations are placed about 25 miles apart.

These stations play a primary role in radio relay transmission, as they are equipped to receive, amplify and retransmit the signals on their way across the country. Each station receives the beamed transmission from its neighbor on one side and amplifies the signals before speeding them on to its neighbor on the other side.

In order to select the best sites for these stations, rigorous tests are conducted in which signals are sent between temporary towers and their strength measured for various heights of each tower. On selected sections, continuous recordings of signal strength are made over many months. Once the stations are completed, and the equipment installed, they are taken over by the Long Lines engineers and plant forces for local tests to make sure each station is in

proper working order. Next, stations are put into operations as links in the chain and overall line-up tests are made which result in a coordinated transmission system for commercial service.

Still another chapter will be written to this story of growth in the communications industry when radio relay reaches clear across the country between New York and San Francisco. By late 1951 or early 1952, the coast-to-coast span will be completed and ready for service. Construction of relay buildings between Omaha and Denver is almost finished now, while installation of the antennas and radio equipment for long distance telephone circuits has started. West of Denver, engineers have concluded their tests to discover the best pathway across the Rockies and Sierra Nevadas and construction of stations along the route are under way.

In addition to fitting into the national defense picture, radio relay and coaxial cable facilities will strive to continue meeting the needs of the fast-growing television industry. For example, when network service reaches Omaha at month's end, Long Lines will also add these 13 cities to its ever-expanding television networks: Rock Island, Ill.; Davenport and Ames, Ia.; Minneapolis and St. Paul, Minn.; Kansas City, Mo.; Indianapolis, Ind.; Louisville, Ky.; Greensboro and Charlotte, N.C.; Jacksonville, Fla.; Atlanta, Ga.; and Birmingham, Ala.

"Thus", Long Lines Magazine concludes, "by means of both radio relay and coaxial cable, the Bell System video networks will be almost doubled at the end of September to include a total of 42 cities connected by about 17,000 channel miles.

"To make these superhighways of sound and sight possible there has had to be close cooperation among the research, planning, construction and installation units of the Bell System. Long Lines, the Bell Laboratories, Western Electric, and several associated companies have played important roles in providing our country with these up-to-date communications facilities.

"Meeting defense requirements is now a major part of the Long Lines job of supplying long distance communications. Likewise, Long Lines has an important function in keeping pace with the expansion of the television industry."

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#### PLANS LAID TO BUILD COLOR TV EQUIPMENT

The Television Equipment Corporation announced in New York last Monday (Sept. 18) it had completed negotiations to build the first commercial color television equipment in the industry.

President John B. Milliken of TEC said the firm had arranged to build the equipment for Columbia Broadcasting System and Remington Rand, Inc. The agreement was reached after the Federal Communications Commission granted tentative approval of the CBS color television system.

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"FCC RULES NOT JUST PULLED OUT OF OUR HATS" - STERLING

While giving due credit to the important part played by the radio engineer, Commissioner George E. Sterling of the Federal Communications Commission last week took the opportunity to pin at least a small bouquet on the FCC itself. Addressing the West Coast Convention of the Institute of Radio Engineers at Los Angeles on the subject of "Due Process and the Public Interest" last Friday (Sept. 15), Commissioner Sterling said:

"Radio Engineers play a major role in enabling the fullest consideration of technical data by the Commission, and in providing a sound basis for sound decisions. They sometimes present their views from the purely disinterested viewpoint of the development of the art. They also participate in Commission hearings as representatives of particular parties and interests. There is nothing wrong with this. So long as the interest represented does not interfere with clear thinking based on fair assumptions which are made explicit, such representation plays an essential part in the fair play of due process. There are many notable examples of the invaluable testimony presented by engineers representing the interests of parties before the Commission.

"The Commission stated in its recent TV Color Report, 'The Commission is aware that of necessity it must rely to a great extent upon industry experts for data and expert opinion in arriving at decisions in the field of standards; our own facilities are too limited to gather much of the data'. Expert testimony to be valuable to the Commission must not only be theory but backed by practical field testing. Expert opinion of a general nature, as history will show, often produces a 'blooper'.

"The Commission's constant attempt to reach a fair and practical result is sometimes demonstrated in a way more obvious than the logic of an opinion. Some years ago the problem of interference from diathermy machines and similar equipment threatened to reach serious proportions. It was felt that setting aside special frequencies for this equipment, and the adoption of specific standards of performance, would help. The entire diathermy manufacturing industry, however, resisted these standards strenuously, some still opposing them even after a series of conferences and the initiation of a rule-making proceeding. They said a diathermy machine could not be made that would comply with the standards.

"I then as Chief Engineer gave instructions to our Laboratory to buy a commercial cabinet and make a machine exactly like the type sold on the market, but which would suppress harmonics and achieve stability of frequency. They made such a machine. It complied with the standards. The diathermy manufacturers said then that it would not accomplish the purposes of deep therapy. Through the services of the American Medical Association, I arranged for use of the machine at the hospital of Northwestern University. The diathermy industry went there and saw that the machine accomplished everything medical science expected of it. Diathermy machines are now in the band allocated for them at the Atlantic City Conference, and are

built according to the Commission's standards. In that instance, it took a practical demonstration to show that the Commission's Rules were not just pulled out of our hats.

"Whether that be done, whether oral argument is held, or whether there is a full hearing at which testimony is presented, the emphasis is always the same. We always strive to afford a full opportunity for all sides to come forward and show what their position is and how it squares with the public interest.

"In a recent rule-making proceeding concerning changes in the Rules Governing the Amateur Radio Service, I believe that only one party requested an oral argument. We granted that request, and seven different parties were represented at that oral argument. In that proceeding, in addition to the customary opportunity given to submit comments and briefs after the proposed rule changes were announced, an informal conference was held. As a result of that conference, the proposed changes were substantially modified. Nor are these proceedings conducted in a vacuum so far as the public is concerned. Over 700 comments were received by the Commission when the proposed rules were first announced. We were literally overwhelmed by the response.

"While any proceeding is likely to attract the attention of people with time on their hands and nothing to say, most of the comments we receive, whether they be handwritten letters or printed briefs, are of great value. The wider the response, the better able we are to judge what the public interest is. We cannot do it well, unless the public in whose interest we have been commanded to act, tells us what its interest is. The Federal Communications Commission does not work in an ivory tower. It works in the New Post Office Building in Washington. That may be symbolic. At any rate, it means that mail reaches us quickly. And when we get it, we read it and study it, even though those who receive an acknowledgment stating that their comment has been put in the appropriate file may have doubts on that score.

"I relish the postcard that we received last Winter from a man in New Jersey. He wrote: 'I was given this card to complain to FCC about something or other. I forgot what it was, so Merry Christmas to all!'"

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#### HARRISON'S 1ST ORDER HOBBLES RADIO, TV INSTALLMENT BUYING

The first inventory control order by Gen. William Henry Harrison, International Telephone and Telegraph Co. President on leave, new Production Authority Administration, intended to curb the commercial stockpiling of thirty-two important war materials, hit radio and television installment buying.

On radio and television sets, refrigerators, freezers, phonographs, cook stoves, ranges, dish washers, ironers, washing machines, clothes driers, sewing machines, vacuum cleaners, air conditioners and dehumidifiers, there must hereafter be a down payment of at least 15 per cent, and an eighteen month limit for payments.

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"PIGGY BACK" FM DEMONSTRATED

Two separate sound programs were transmitted over a single ordinary FM station channel in New York last week in the first public test of a new system designed to "increase the effectiveness of all available FM channels now in use by making it possible for them to send more programs", it was reported.

One program rode virtually "piggy-back" atop the other without producing noticeable interference.

Part of the demonstration was arranged to show how two microphones could be used instead of one at the sending station, with the program divided between the two channels and reproduced over two loudspeakers at the point of reception. The effect was not unlike music performed in the hearer's presence, of three-dimensional sound."

William S. Halstead and associates of the Multiplex Development Corporation of New York, inventors and designers of the new system, staged the experiment before a group of newspaper men.

The demonstration culminated a ninety-day experimental field test granted by the Federal Communications Commission. The programs originated at 70 Pine Street over the sending apparatus formerly used by FM station WGYN, and were intercepted over apparatus installed for the occasion at the Reeves Sound Laboratories, 304 East Forty-fourth Street.

Mr. Halsted explained that the regular 97.9 megacycle wave of the station - "multiplexed" for dual program operation - could be picked up and heard over any ordinary FM receiver in this area, but the program riding piggy-back could not be heard without a "small and inexpensive adapter", and thus the second program would be "secret" without it.

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TEXANS ASSURED GOVERNMENT WILL NOT TAKE OVER BROADCASTING

Justin Miller, President of the National Association of Broadcasters, stated in San Antonio last week at a regional meeting, that he had "been assured by Federal agencies that the Government has no intention of taking over broadcasting".

Judge Miller said there had been rumors that some television or radio stations will be shut down because "guided missiles might come in on their beams",

He advised Texas broadcasters if they are at all worried about local planned protection during the international emergency, to contact their police department immediately,

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## FCC'S FRIEDA PUTS COLOR INTO HER TALK TO WOMEN LAWYERS

Frieda B. Hennock, Federal Communications Commissioner, chose to enliven her address to the National Association of Women Lawyers in Washington last week (Friday, Sept. 15) with a little color. Television color -- that is.

This she proceeded to do by referring to the recent FCC TV Color decision and incidentally letting the lady barristers in on the fact that even television can be improved, made more simple, more accurate, and more enjoyable. American scientists are constantly striving for such improvement.

"The addition of color to television is one great step in this direction", Miss Hennock declared. "Until you have seen it you will not be able to grasp fully how significant a development this really is. It will bring a pictorial splendor right into your home. But it is important, aside from its beauty, in the new vistas of programming which it opens up. The entire field of fine art is automatically made a television subject. Color will make meaningful many subjects which would be drab in monochrome. It really adds a new dimension to television and it is impossible to express in quantitative terms the amount of additional intelligence which it can convey.

"I know that most of you are probably interested in the effects of the Commission's recent Report on color television. At this time there is little I can say about it since the matter is a pending one and the Commission has several important decisions concerning color still before it. As you probably know, the question of the commercial authorization of a system of color television is part of a much broader proceeding. In this proceeding, the Commission is trying to provide a sound basis for the future growth of television service. We are revising our allocation plan to take account of factors which we knew little about at the time that television was first authorized. We are trying to make sure that television stations are far enough apart so that they will not interfere with one another and that each of you will thereby get the best television service. We are also proposing to authorize for commercial television use a new portion of the spectrum in addition to that already being used, so that we can have enough television stations for a truly nationwide competitive television service.

"We will consider other proposals for the improvement of television such as stratovision and the reservation of television channels for educational institutions. Obviously the question of the authorization of color television is appropriately a part of such a proceeding. Color poses great problems as you can easily see from the Commission's First Report. For the Commission is not dealing with a passing novelty which each person may patronize or ignore at his own whim. It is rather dealing with a significant new development in electronics which involves the use of valuable spectrum space and great investments by the public. And in making decisions as to this great new development, the Commission must lay a sound foundation for the future. Viewed in this light, the issue of paramount importance is to authorize the system which will give to the television viewer, present and future, the most satisfactory service, techni-

nically, and at the cheapest total cost. This is the Commission's view, and I subscribe to it fully. I am also concerned about the present owner of a television set. He should not needlessly be sacrificed in the march of electronic progress, if there is any possible way of protecting him without arresting that progress. As I stated in my separate views to the Report, I sincerely believe that, if necessary, steps should be taken by the FCC to insure that present set owners will continue for a reasonable period to receive fine programming at all hours.

"We must always bear in mind that radio and television are but tools, merely vehicles for bringing ideas into your homes. All this progress will avail us naught unless we put it to good use. This problem -- how broadcasting can be used in the best interests of the people -- presents, in my view, the most challenging of problems. It is a problem which the FCC alone cannot solve. You too must take an active part in solving this problem."

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BLASTING OF WLW "VOICE OF AMERICA" ANTENNA CALLED SABOTAGE

The explosion that wrecked a Voice of America antenna at Bethany, Ohio, near Cincinnati, last Monday, Sept. 18, undoubtedly was the work of professional saboteurs, a radio official charged.

James Shouse, President of the Crosley Broadcasting Corporation, whose station WLW operates the transmitters for the State Department, said there was no doubt in his mind that the blast had been "professional sabotage". It was the second blast at the station in four months.

Station engineers said that a cyclone fence around the transmitters twenty-five miles northwest of Cincinnati had been cut just before the explosion in the vicinity of the wrecked transmitter antenna. They added that the force of the explosion indicated dynamite had been used.

In Washington, State Department officials said the possibility of sabotage was being checked by the Federal Bureau of Investigation.

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IMPROVED RADIOTELEGRAPH SERVICE OPENED BY RCA WITH ISRAEL

Improved radiotelegraph service between the United States and Israel has been officially inaugurated by RCA Communications, Inc., it was announced recently by Harry C. Ingles, President.

Mr. Ingles said the construction of modern high-power radio transmitters and receivers at Tel Aviv now makes it possible for RCA and Tel Aviv to communicate with each other without the use of foreign facilities. In this manner, he disclosed, dollar returns on Israel messages, originating in, or destined to, the United States will be shared equally with the Ministry of Communications in Israel.

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SYLVANIA READY TO "COUGH UP" \$62,400 TO "BEAT THE CLOCK"

"Beat the Clock", CBS-TV's visual quiz program presided over by Bud Collyer, will be sponsored by Sylvania Electric Products starting Friday, Sept. 29 (CBS-TV, 10:30-11:00 P.M., EST).

"Beat the Clock" contestants, chosen from the studio audience, are given a prescribed number of seconds to answer each question shown by figures in action. A clock in full view of contestants and audience relentlessly ticks away the seconds, with awards for correct answers diminishing with each tick of the clock.

Computing the possible winners, Sylvania is prepared to pay out \$62,400 in merchandise prizes to winning contestants during the next 12-month period.

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BELIEVES RADIO, TV ONLY WHETS NEWSPAPER APPETITE

Matthew G. Sullivan, General Circulation Director of the Gannett newspapers, said at Lake Placid, N.Y. yesterday (Sept. 19) that television would whet the public's appetite for details of the news and thus help newspaper circulation.

He told the New York State Publishers' Association that newspapers need not fear competition from radio and television "so long as publishers continue to produce newspapers that serve their readers the news of the community."

At the closing session of the Association's three-day Fall meeting, Mr. Sullivan said:

"What listeners hear on the radio, and viewers glimpse on television screens, they want to read about in the newspaper. They are hungry for details of the news. Only the newspapers can satisfy their appetites."

Mr. Sullivan said latest Audit Bureau of Circulation statements "record circulation gains in television cities of 217,000 in the evening field and 103,000 on morning newspapers."

"Television has not been able to do as well as a spot news medium as expected by its own industry", he said. "However, it has given great service to millions of Americans by bringing before their very eyes some of the important happenings of the world. Its greatest contribution to public service so far has been the telecasting of the dramatic scenes and debates at the recent tense meetings within the United Nations Security Council.

"From all indications the worst that's happened to newspaper circulations since the onrush of television is a shift of sales from one edition to another."

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SEN. TOBEY DENIES HE EVER SAID GOP IS DEAD

U. S. Senator Charles W. Tobey (R.), of New Hampshire, last week repudiated a statement attributed to him in which he was quoted as saying "the old Republican Party is dead".

The Senator, on the heels of his close victory in the recent primary, was interviewed by a Boston reporter. Newspapers published a quotation attributed to the Senator which said:

"The old Republic Party is dead. It is dead because it cannot and will not learn."

Senator Tobey, in a statement issued by his Concord office, denied he ever made such a statement even in post-primary excitement. He said it was called to his attention by the "completely misleading headlines".

"What I have said many times and what I say now is that it is essential that the Republican Party clean house in Washington," the Tobey statement read. "It is essential that the Republican Party have a victory in the national election in 1952, and this can be accomplished only by a forward-looking Republican philosophy."

Senator Tobey called his victory in a bitterly fought Republican primary "a victory for a forward looking brand of Republicanism."

The 70-year-old Tobey, a self-styled liberal who has frequently clashed with GOP policy makers, served notice, too, that he hoped to go back to the Senate for a third term "still a free man - ready to vote for what I think is in the interests of the people no matter who proposes it."

Senator Tobey won renomination by only 1,127 votes over Wesley Powell, 34-year-old World War II veteran who campaigned as an admitted conservative. With the outcome decided in the final returns, Senator Tobey polled 39,003 votes to 37,879 for Powell. The latter said he would ask for a recount.

Another lively fight shapes up for the veteran Tobey, the Associated Press predicts, even though New Hampshire has not sent a Democratic Senator to Washington in 18 years.

Jubilant over his renomination after the bitterest political campaign in New Hampshire history, Senator Tobey told newsmen:

"I like to feel, and do feel, that my victory was really a victory for a forward looking brand of Republicanism as typified by Governors Duff of Pennsylvania, Driscoll of New Jersey and Warren of California.

"I think the shadow across the Nation clearly indicates a call for this kind of leadership."

Senator Tobey asserted he still intended to "vote my convictions". He said "The first test I apply is whether it is in the best interests of my fellow man -- no matter who proposed it or where it comes from."

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::: SCISSORS AND PASTE :::  
::: SCISSORS AND PASTE :::  
::: SCISSORS AND PASTE :::

Doesn't See Lorain Decision Denying Right To Refuse Ads  
( "The Washington Post" )

In his ruling Judge Freed of the U.S. District Court of Northern Ohio followed a decision of the United States Court of Appeals for the District of Columbia which last January held that freedom of the press was not involved in the decision of the Federal Communications Commission to deny radio licenses to the Lorain Journal and the Mansfield Journal, newspapers in adjoining Ohio towns and operated by the same owners. At that time this newspaper observed that "newspapers that cry 'freedom of the press' when no threat to their freedom is involved are likely to find, if a real challenge to the press arises, that they have debased their own currency." The new finding against officials of the Lorain Journal was given in a civil proceeding brought by the Government as a result of findings of fact made by the FCC in the case of the Lorain Journal and the Mansfield Journal. Judge Freed made similar findings of fact of his own and directed the Government to submit a relief decree for his signature embodying one of two possible orders to the newspaper. One would be a restraining order forbidding the newspaper to refuse advertising; the other would be an order to the newspaper to accept all advertising submitted to it.

Some habitual enemies of free newspapers will no doubt attempt to use the order as a precedent to deny to newspapers generally the right to accept or reject advertising. Under the facts as determined by the court, however, no general precedent can be argued. The order applies to a newspaper convicted of unfair methods and unfair motives. In many cases the right not to print is as important as the right to print and newspapers will continue to exercise that right. All decent newspapers reject some advertising as offensive in substance, as contrary to good public policy, or for other serious and responsible reasons.

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Louder Voice For U.N. Called Best Strategy  
(Malvina Lindsay)

However good this Nation may become on the propaganda front, it will yet be up against walls of suspicion in Asia and Africa, even in Europe. Hence part of its psychological offensive could well be to help strengthen the United Nations' facilities for informing the world truthfully of international doings.

The global groundswell of armament of the mind is being felt in the U.N. The General Assembly is expected to consider expansion of information activities, including radio, films, publications, information centers and special services. \* \* \* \*

Recently on a Chicago University Roundtable program, Brig. Gen. David Sarnoff and Senator William Benton emphasized this country's interest in getting the U.N. story better told around the world by radio, television, movies. A more powerful "Voice of The United Nations" was as important as a U.N. police force, General Sarnoff said.

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Military Encourages Radio, TV To Continue Civilian Production  
(Dr. O. H. Caldwell in "Tele-Tech")

The situation, as we go to press, is described in the key terms above, which mean:

The radio-electronic industry will be called upon for military production at a rate of about a billion dollars yearly from now to December 31, 1951.

This military output will be handled on a voluntary basis, without such all-out military conversion as occurred in World War II.

So huge is our industry and such has been its television expansion since V-day 1945, that only 20 to 25% of its plant facilities will be needed for the above military output.

Meanwhile manufacturers will be encouraged to keep their organizations intact and busy with civilian production of TV and radio, as contributions to (1) the national economy and (2) national morale, and (3) as a safeguard to readiness for partial or complete conversion should the war situation blacken.

On the above basis, industry leaders, after close contact and discussion with Washington military echelons, expect our industry to complete and sell in 1950 6,000,000 TV sets and 10,000,000 radio sets. This huge civilian output, it is agreed, can be carried on parallel to and simultaneously with the billion-dollar task of military production.

The billion-a-year rate of electronic military production, or about \$1½ billions by the end of 1951, accounts for all radio-electronic needs growing out of appropriations now made or planned by Congress to date, including (1) Armed Forces procurement orders already placed, (2) the \$10 billion supplemental bills, (3) the \$4 billion foreign-aid program, and the Navy appropriation bill. However, orders placed during the 1950-1951 period may reach \$2 to \$2½ billions, the excess going to 1951 emergency completion or '52 carry-over.

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Claims Big Fellow Also Scrambling Hard For TV Components  
("The New York Times")

One of the largest suppliers of private brand television receivers in the metropolitan area notified a large number of retail accounts (Sept. 14) that private brand manufacturing was being terminated. The move is expected to touch off a wide curtailment in the production of private brands.

The head of one of the largest of the minor companies denied that smaller manufacturers were curtailing production. He said the giants of the industry were "scrambling just as hard as the little fellows" to get components and added that they must meet huge production schedules.

A manufacturing company told a buying office that service stores merchandising the private brands that the company's volume on sets sold under its own name was so large that private brand business no longer was justified. The company also has decided that critically short components should go into its own product.

Meanwhile trade reports persist that smaller television manufacturers turning out from 350 to 650 sets weekly are being pushed to the wall because of the shortages and increasing costs of components.

TRADE NOTES

South America's first regularly scheduled television broadcast was scheduled to begin last Monday, Sept. 18. Radio Tupy, a station of the Associated Broadcasters' chain, will present a daily two-hour schedule. Only 500 TV sets have been sold in Brazil so far, mostly to bars and restaurants.

Sparks-Withington Company and Subsidiaries - Year to June 30: Net profit, \$459,083, equal to 48¢ a common share on net sales of \$17,020,259, compared with a profit of \$25,709 on sales of \$16,809-353 in previous fiscal year.

A stipulation to discontinue certain representations concerning the Connsonata Electronic Organ has been entered into with the Federal Radio Commission by C. G. Conn, Ltd., Elkhart, Ind., which manufactures musical instruments.

The corporation stipulated it will stop representing that the Connsonata is the only electronic organ which creates an individual tone by means of a patented use of a vacuum tube or is the only one in which each tone is produced by its individual source.

Two Vancouver radio stations, CKWX and CKNW, have made formal representations to the Canadian Broadcasting Corporation for permission to enter the television field, our Commerce Department reports. Famous Players (Paramount) is also interested in a Vancouver video outlet. The Canadian Broadcasting Corporation Board of Governors, however, favors a joint application from Vancouver commercial groups which would share costs. Such a group, it is understood, would be able to expect some financial aid from the CBC. Thus far, no joint applications have been made, since those interested in TV wish to operate independent stations.

There are at present about 150 television receivers in the Vancouver area. Excellent reception from Seattle is reported. Approximately 600,000 people living within 60 miles of Vancouver would form the potential television audience.

Montreal and Toronto are the only TV stations authorized by Canadian broadcasting officialdom thus far, but Vancouver and Ottawa hope to obtain studios before 1952.

The Crosley Distributing Corporation in New York has named William J. O'Brien General Manager. Mr. O'Brien formerly was General Manager of the St. Louis branch of Crosley.

"Father of Radio", the autobiography of Lee de Forest is now available in the bookshops. The price is \$5 and the publishers are Wilcox and Follett Co., Chicago.

A complete layout for a closed-loop theatre television system, developed at the General Precision Laboratories in Pleasantville, N.Y., will be placed before the Society of Motion Picture and Television Engineers convention in Lake Placid, Oct. 16-20. R. W. Lee of General Precision, will describe plans for linking multiple studios, remote pickup equipments, relay facilities and theatre installations.

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The first in the series of Defense Bulletins, scheduled to be issued to all broadcasting stations in the United States by the National Association of Broadcasters, will be out Monday, Sept. 25.

The bulletin, scheduled for release as frequently as needed, will brief broadcasters on Government and private defense programs for advancing the cause of the nation during the time of emergency. It will contain information pertaining to defense activities from all agencies of the Government, including details on recruiting programs, anti-inflation campaigns, bond selling drives, etc. Government information contained in the bulletin will be made available to the NAB through the office of Charles Jackson, Assistant to Dr. John R. Steelman, the Assistant to the President.

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The General Electric Company increased by 6 to 13 percent Monday (Sept. 18), the suggested list prices of five of its eight major appliances. Prices of garbage disposal units, portable dishwashers and automatic washers remain unchanged for the present although it is considered probable that washers will advance soon.

The company declined comment on the possibility of a price increase for television and radio receivers, but did not rule it out. The G.E. television plant at Syracuse is still out on strike.

In a statement H. L. Andrews, Vice President in Charge of the Appliance and Merchandising Division said:

"Our prices are being raised purely and simply to offset the recent increased in wages and benefits granted to our employees coming on top of the 11 per cent increase in the price of materials we use."

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Works of Pulitzer Prize winners will be televised in a new full-hour "Pulitzer Prize Playhouse" program on the American Broadcasting Co. TV network each Friday from 9 to 10 P.M., beginning Oct. 6.

The program is expected to be the means of overcoming annual deficits of \$30,000 in the Graduate School of Journalism of Columbia University and in awarding the Pulitzer Prizes.

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The two day session of the Seventh District of the National Association of Broadcasters concluded in Washington yesterday (Sept. 19) with the adoption of a resolution by the 100 broadcasters in attendance endorsing the NAB Board's plan for establishment of an independent sales promotion organization.

The nation's broadcasters, through the NAB District meetings, thus moved one step closer toward fruition of radio's "million dollar idea" -- formation of a separate corporation which will promote the greater sales of radio time on facilities throughout the nation.



# HEINL NEWS SERVICE

Radio — Television — FM — Communications

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Robert D. Heinel, *Editor*

Founded in 1924

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September 27, 1950

COY FCC, GOLDENSON, PARAMOUNT, CHAMPION PHONEVISION TEST

There were two important breaks over the week-end in favor of the Phonevision, pay-as-you-go television by telephone tests, in Chicago beginning next Monday, October 1st.

The first was last Monday, Sept. 25, when Wayne Coy, Chairman of the Federal Communications Commission, addressing the annual meeting of the National Advertisers' Association in Chicago, which sometime ago endorsed the idea, again urged a thorough tryout of the project.

The second break came when Leonard H. Goldenson, President of the United Paramount Theatres, Inc., in New York, released to the movie trade press a letter dated September 22nd, which he directed to all movie distributing and producing companies, urging that films up to now refused be provided for the Phonevision tests so that the movie industry might also study the results.

Prior to his set speech to the National Advertisers in Chicago, Chairman Coy had asked the members if there were any special questions they had in mind, he would try to answer them. One of the queries put to him was: "How does the FCC view the Phonevision experiment?"

Mr. Coy replied:

"I'm going to answer that question not as the FCC but as Wayne Coy, Chairman, reminding you that the Chairman has no more influence in the Commission than any other member. And frequently is in the minority, as I happened to be on the Phonevision matter, some six or eight months ago. In the time that has ensued, it has found me in the majority. But it's only a majority authorizing Phonevision experimentation. So that it doesn't go to the substantive question of what we think about Phonevision, so that I must speak to you as an individual.

"I am interested in Phonevision, or any other box office approach to television for the reason that I think that every happening of importance in America ought to be available to people in their homes through the media of television: and that I have seen, for the past year -- and I now see even more clearly -- the risk that the pocketbooks of your advertisers sitting here in this room are not deep enough to pay the cost which promoters of some of these events are going to demand. And I think it becomes perfectly clear when \$800,000 is paid for the television rights this year on the World Series: and I will take the maximum figure of eight million sets now in the hands of the public as the basis, and \$800,000 as the price paid: and the potential for television receivers in this country is somewhere between 40 and 50 million, reasonably. And it seems to me a very reasonable figure when you think that there are 90 million radio receivers in this country. How in the world are they going to get enough dollars out of selling Gillette Safety Razor Blades to

pay what Happy Chandler is going to ask for the television rights, under the pressure of the management of the Big Leagues; the management of the individual teams; the players who want their part of it; and particularly who want to see their security in the form of their Pension Fund protected by it?

"Now, that is my concern about Phonevision, or any other television box office approach. I do not want to see American television in this country lose events of that kind, because I do not want the American people denied the opportunity to see them over television. More than that, I think the medium of television becomes a little less glamorous, a little less spectacular, a little less appealing, and a little less in demand by the gentlemen who pay the cost of television, if these outstanding events in America cannot be seen over television.

"I would give just as much encouragement to a union of advertisers -- and by that I don't mean a collective bargaining unit -- an Association of Advertisers, paying the cost of those events through the present entrepreneurial arrangement. I would give just as much consideration to that as I would to Phonevision, but I want to see those events which are the outstanding sports events of the country, the Metropolitan Opera, the great plays on Broadway, motion pictures -- I want to see the best that we have in entertainment and culture available over television; and whether or not it is paid for by national advertisers, it seems to me that if it is there, it is to the benefit of the American public, including the advertisers who are supporting other programs on the medium. You can be very sure that the sponsors of the World Series, the heavyweight prize fights, the motion picture films are just as good promoters as are the Arthur Godfreys, Jack Bennys, Fibber McGee and Molly, when it comes to getting their dollar out of their participation in television. As long as I am a member of the Communications Commission, I am going to support any experiment which looks toward the development of a method of keeping everything that is good in America on television."

Mr. Goldenson's letter which he sent to all movie distributing and producing companies repeated his view that, in his opinion, pay-at-home television is neither feasible nor an economic method for the sale and distribution of motion pictures. However, in the ultimate paragraph of his letter, Goldenson said, "A test of Phonevision, one of the pay-at-home television devices, is scheduled to start in Chicago on October 1 of this year. It is my hope that enough pictures will be made available for this test so that all who are interested in the matter will have the results for proper appraisal and evaluation."

An official of Zenith commenting upon Mr. Goldenson's letter said:

"I consider Mr. Goldenson's request very significant because United Paramount Theatres, Inc. are exhibitors and not producers whereas his letter was sent to the distributors and the producers."

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EDITOR, BROADCASTER, TURNS POET AT NEW BEDFORD CENTENNIAL

"Of myself I can do little  
A few brick by my hands perhaps,  
My feet a few faltering steps.  
But if I can gather and promulgate  
The thoughts of men,  
If I can gather congenial compatriots  
And fashion their hands together --  
Here indeed is a lever which can move the world.  
This is the press."

- Basil Brewer

This tribute to the press by Mr. Brewer celebrating the centennial of his newspaper, the Standard Times of New Bedford, Massachusetts, could well have included the radio because of the fact that in addition to the Times stations WNBH and WFMR, he also owns WCOB, West Yarmouth, Mass., operated by the Cape Cod Standard Times, a Brewer newspaper.

One of the country's fighting editors nationally known through his former Scripps-Howard connections, the Cincinnati Post, Cleveland Press, Mr. Brewer, now publisher and owner of the New Bedford Times, is overlooking no opportunity to develop WNBH, which is already in its 29th year serving the people of Southeastern Massachusetts.

WNBH and its FM affiliate WFMR will soon be housed in handsome new studios and offices -- the finest and most modern in Southern New England. Located in the heart of New Bedford, the new edifice will contain three large studios, spacious offices and lobby, and technical radio and recording equipment of the latest design. Air-conditioned throughout, the new WNBH-WFMR Radio Center denotes modernity and progress -- for the radio industry and for New Bedford.

As a part of the Centennial celebration, the New Bedford Standard Times sponsored burial of a time capsule on New Bedford Common.

By a testament deposited with a bank, the capsule is to be opened Sept. 12, 2050, or "as near that date as may be practical and possible." A copy of the 220-page Centennial Issue of the Standard Times was among the many timely items enclosed within the copper tube.

A gathering representing all ages and ranks of life in the city heard an address by Howard W. Blakeslee, Science Editor of the Associated Press, predicting that life will be healthier, safer, longer and more comfortable and the world "more neighborly and a better place to live in" when the time capsule is opened.

Mr. Brewer characterized the ceremonies as "no idle gesture to the past or to the future, nor for the curiosity of that moment", but rather a testimonial of appreciation "to those who gave us birth and to the institutions which have made possible whatever we have done."

Referring to Edmund Anthony, who in 1850 founded the Evening Standard, with which the New Bedford Times was incorporated in 1932, Mr. Brewer recalled him as a printer who believed and proclaimed "only in union can there be strength, and only in strength can there be liberty."

To those who thought and lived as did Edmund Anthony, the publisher said, and to the deeds they wrought, the time capsule was dedicated with thanks, "and also as an accounting of the trust they placed upon us, with the hope it may not be found wanting or unworthy. The eyes of 1850 are upon us."

Mr. Brewer is now so importantly associated with New England, it is interesting to note that actually he is a middle Westerner by birth, from the great Truman State of Missouri. He was at one time editor and manager of the famous old Omaha Bee and following that editor, publisher and principal owner of the Lansing (Mich.) News.

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FORT INDUSTRY GETS THE REAL McCOY FROM FCC

There will be a familiar face missing in Washington when John E. McCoy, Chief of the Television Branch of the Federal Communication Commission's Bureau of Law moves up to be staff attorney of The Fort Industry. For the past four years Mr. McCoy has been a popular top bracket FCC official.

Fort Industry Co., of which George B. Storer is President, owns WSPD-AM-FM-TV, Toledo, and WLOK-AM-FM, Lima, Ohio; WWVA-AM-FM Wheeling and WMMN, Fairmont, West Virginia; WAGA-AM-FM-TV, Atlanta, Ga; WGBS-AM-FM, Miami, and WJBK-AM-FM-TV, Detroit, Mich.

Mr. McCoy joined FCC in March 1946 as attorney in the AM Law Branch and was promoted to Chief of the FM Branch in December of that year. He became head of the TV branch in June 1948 and in the latter capacity has been active in the current TV reallocation proceedings before the Commission.

Born in Nutley, N. J., in 1911, Mr. McCoy was graduated in 1934 from Dartmouth College and in 1937 from Yale Law School. His early legal experience was gained with Cadwalader, Wickersham & Taft, New York, after being admitted to the New York bar in 1938. He joined the Navy in 1944, serving as tactical radar officer with rank of lieutenant aboard a destroyer in the Pacific. Later he was contract termination officer for Navy at Western Electric.

Mr. Nelson, who is 42 and a native of New York, has been with FCC's legal staff since 1946. Prior to that he was with the Trial Examining Division of the National Labor Relations Board and a chief counsel in the rent department of the OPA. He received his law degree in 1930 from St. John's University, New York.

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"FCC MAJORITY WOULD POSTPONE TV COLOR DECISION IF - ", COY

It was the conclusion of Wayne Coy, Chairman of the Federal Communications Commission, at the National Electronics Conference in Chicago last Monday, Sept. 25, that "if certain conditions are met", there might be a chance of postponing a final television color decision.

"You have undoubtedly heard the Columbia Broadcasting System described as an incompatible system", Mr. Coy declared. "Indeed, most of the objections to the CBS system were based on this fact. All of the Commissioners agreed that it would be desirable to have a compatible color system if that were possible. However, the Commission was forced to conclude that no successful compatible color system had been demonstrated. Since existing receivers can be adapted to receive black and white pictures from CBS color transmissions at a reasonable price, the Commission felt that it was not fair to deprive 40,000,000 American families of the opportunity to have color simply because the owners of 7,000,000 or 8,000,000 sets might have to spend some money in adapting their present receivers.

"All of the Commissioners are of the opinion that if a decision must be made now, the CBS color system would be adopted. However, five of the seven Commissioners are willing to postpone a decision, if certain conditions are met, in order to see a demonstration of a tri-color tube on the CBS system, to receive further evidence concerning horizontal interlace and long persistence phosphors and to look into certain developments in so-called compatible color systems which have occurred since we closed the hearing record to see if they meet the requirements of a color television system as set forth in the report.

"You will note I said that five Commissioners are willing to postpone a decision if certain conditions are met. These conditions relate to the so-called bracket standards about which you have been hearing so much. Briefly speaking, so far as the color problem is concerned, the incorporation of bracket standards into television receivers would enable them to receive a black and white picture from present transmissions or CBS color transmissions. You can readily see that if receivers had such bracket standards, there would not be a compatibility problem so far as the three color systems are concerned. Note that this applies only to future receivers. If bracket standards are added to receivers henceforth manufactured, the compatibility problem would stop growing so far as the field sequential system, which has been described to the Commission, is concerned. The bracket standards would provide opportunity for certain changes in standards of a field sequential color system. The Commission could then proceed to consider the other matters which I have enumerated knowing that in the meantime it would not risk having the mere force of the obsolescence problem eliminate the only color system which has been successfully demonstrated.

"The Commission has given the manufacturers until September 29, 1950, within which to tell the Commission whether they will manufacture receivers incorporating bracket standards. If we receive

adequate assurances on that score we will postpone a color decision and look into the developments I have already referred to. If we do not receive such assurances, we will adopt a final decision and designate the CBS system as the standard color system.

"The manufacturing industry is given a choice as to whether or not it will voluntarily adopt bracket standards at this time. We are making this choice available so that an opportunity may be presented to those people who have been coming to us after the record closed with stories of new compatible systems or improvements in compatible systems to show whether they can meet the requirements for a color television system as set forth in the report. And the opportunity for this choice is likewise available for those manufacturers who have urged compatibility to the Commission as the sole basis for adopting color television standards." " " " "

"But you may ask, why is it necessary for manufacturers to adopt bracket standards in the meantime? For, you may say, if a new compatible system is developed the brackets will have been unnecessary.

"These are fair questions and I will give you frank answers. In the first place, no successful compatible color system has been demonstrated.

"In the second place, the Commission recognizes that it is entirely too easy to invent a new compatible system every time the Commission appears to be ready to adopt an incompatible system. If a lengthy hearing is held each time, then the number of receivers in the hands of the public becomes so large that as a practical matter an incompatible system cannot be adopted.

"In other words, if the Commission were to postpone making a decision on color at the present time and proceed with a further hearing, without having assurances as to brackets being incorporated into receivers, we would be inviting a situation where at the end of such hearing, fundamental defects might still be present in the compatible system but the incompatible system could not be adopted because the number of receivers in the hands of the public would have increased tremendously. We have a color system before us today -- the CBS system -- which all Commissioners feel is suitable for adoption. We all believe that color is an important improvement in broadcasting. We are willing to postpone adopting the CBS system for the time being if the industry by adopting bracket standards will make it possible to give color to the American people if the new or improved compatible systems should fail to meet the requirements of the Commission, as have all compatible systems in the past. We are unwilling to postpone adopting the CBS system if the manufacturers do not build receivers with bracket standards, for, in that event, we would be inviting the risk that if the compatible systems failed again, we would probably not be able to adopt the CBS system.

"In the third place, two developments were demonstrated during the hearing that hold real promise for improving resolution in black and white pictures. These are horizontal interlace and long persistence phosphors. More work is needed before a final answer can be given concerning these techniques, If they are successful, a change in line or field scanning rate, or both, might be desirable in order to take advantage of the improvements. By building receivers with bracket standards at the present time we will not be confronted at a later date with the vexation of not being able to improve resolution in black and white pictures because so many sets would be outstanding and incapable of operating on the new standards.

"These bracket standards are insurance that if the Commission postpones a color decision now, it will not be precluded from making color available to the American people. They are also insurance that if techniques presently being developed are successful in making better resolution possible in black and white pictures, the Commission will be able to make this improvement available to the American people."

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MOBILE RADIO STATION SENT TO KOREAN FRONT

A complete mobile station for handling various types of radio communications has been assembled and dispatched to the Korean fighting front, according to an announcement made by Harry C. Ingles, President of RCA Communications, Inc.

Operation of this RCA station in Korea will relieve Army facilities of much of their burden of important press, government, and personal messages that they must currently handle, and will make it possible for men in front-line forces to communicate with their families by direct radiotelegraph service, Mr. Ingles said. The unit, assembled at the request of the U. S. Armed Services, includes facilities for radiotelephone, radiophoto and voice program service, as well as regular telegraph service.

The mobile unit has been housed in Army-type trucks and trailers that can be quickly moved to meet Army requirements. Sixteen radio operators and technicians will provide continuous, 24 hour service for handling radio communications direct with San Francisco, and, via this route, to other countries.

During World War II, RCA Communications operated three radio-telegraph circuits for troops in the European Theater. Terminals for these circuits were housed in mobile vans which moved forward from Africa to Berlin with the Army headquarters to which they were attached.

Similar units were sent to Manila, Okinawa, and Korea. Such equipment, by providing battle-front troops with rapid communications for personal messages to and from their families, were found to be valuable morale builders, and, by handling press and government messages also, they relieved Army communication channels of non-military traffic.

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ARMSTRONG CRACKS AT "PEANUT" AVIATION POWER

Higher power for aviation transmitters was urged by Dr. Edwin H. Armstrong, pioneer radio inventor, in a letter to the Radio-Television Manufacturers' Association Receivers Committee, with copies to the FCC. "Why", demands Dr. Armstrong, "is the guidance of a ship and its passengers entrusted to a transmitter having the peanut-like power of 200 watts -- 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. Equal lack of foresight came to light a few years ago when planes were provided with superheterodynes for instrument landing operation with insufficient image rejection against FM transmitters in the center of the band."

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BOSTON EDITORS GO INTO THE SPONSORED TV BUSINESS

Although not usually seen working that side of the street, four Boston newspaper editors are putting on a weekly television news show. Furthermore they have dug up a sponsor for themselves.

The telecast has been slugged "Starring the Editors" and Erwin D. Canham, editor of the Christian Science Monitor is moderator. The participants are John H. Crider, editor-in-chief of the Boston Herald; John Griffin, Sunday editor and columnist of the Boston Post and George Brady, chief editorial writer and columnist of the Hearst newspapers in Boston.

Each Tuesday, Mr. Canham mails to the Board members a list of topics which he proposes to bring up on Sunday's show. The editors meet a half hour before show time when they go through a technical rehearsal with the camera crews, sound engineers, and other specialists. By 4:30 they are ready for their first cue.

Opening the first program two weeks ago, Mr. Canham pointed out that according to the best traditions of journalism the discussion was to be a frank exchange of views on the news. The audience, he said, should not expect a polished performance because the half-hour was a plain "off the cuff" expression of opinion.

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ADDS MOBILITY TO HST DREW PEARSON SOBRIQUET

Senator William Jenner (R), of Indiana, called commentator and columnist Drew Pearson a "revolving S.O.B." last Saturday, Sept. 23, because of an attack he said Pearson made on him.

Addressing the Senate, Senator Jenner quoted Pearson as saying he was "put in the Senate" by the former treasurer of the Ku Klux Klan in Indiana, Bob Lyons".

When Pearson heard about Jenner's remarks he said the Senator apparently could dish out criticism but couldn't take it.

Jenner said Pearson made the attack because of the Senator's criticism of Defense Secretary George C. Marshall.

"This Drew Pearson", Jenner said, "is a self-appointed, self-made, cross t'd, dotted i'd, double-documented super-superlative, revolving S.O.B."

In a statement to reporters, Pearson later said:

"After launching one of the most unfair attacks at General Marshall ever aimed at a public figure, calling him 'a living lie', and 'a front man for traitors', Jenner now rants, raves and winces when his own operations are exposed. A hit dog always howls."

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TROUBLE SEEN IF "LORAIN"-WEOL PRACTICES FOLLOWED

Wayne D. McMurray, President and publisher of the Asbury Park Press, in an indirect reference to the Lorain (O.) Journal-WEOL case at a meeting of the Interstate Circulation Managers' Association at Asbury Park, N.J., Sept. 17, said "We cannot deny service to advertisers because they use competing mediums."

Federal Judge Emerich B. Freed in Cleveland Aug. 29 ruled that the Lorain Journal and its publishers were "guilty of attempting to establish a monopoly by bold, relentless, predatory commercial behaviour."

The Government last Spring brought the unprecedented suit against the Journal charging that the newspaper had violated the 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.

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CBS LEASES FOURTH N.Y. THEATRE FOR TV

Columbia Broadcasting System has leased Loew's Lincoln Square Theatre at 1947 Broadway (between 66th and 67th Streets), to accommodate the studio demands of the network's Fall television program schedule.

The Lincoln Square, built in 1905, served first as music hall, then as a vaudeville house and more recently as a movie theatre. To transform it into a television studio, extensive renovation will be necessary, including installation of TV lights on the large 39x68 foot stage, construction of camera ramps and a modern air-conditioned TV control room, and rehabilitation of the theatre's dressing, wardrobe and make-up rooms. This job is scheduled for completion Oct. 6.

The theatre, which will be used primarily for variety and musical shows requiring studio audiences, will have a seating capacity of 750. It represents the fourth such acquisition by CBS in the past three months. The others are the former Peace Houst at 109th Street and Fifth Avenue (now known as CBS-TV Studio 57), the former Town Theatre at 55th Street and Ninth Avenue (CBS-TV Studio 58), and the former Mansfield Theatre on West 47th Street (CBS-TV Studio 59). The Lincoln Square will be identified as CBS-TV Studio 60 and will raise the total of CBS-TV studios in New York City to 13.

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WALTER GIFFORD, A.T.& T. EX-PRESIDENT REPORTED LONDON ENVOY

Walter Gifford, former President of the American Telephone & Telegraph Co. was mentioned Tuesday night (Sept. 26) as having been selected by President Truman to succeed Lewis W. Douglas, who has just resigned as Ambassador to Great Britain on account of a serious eye injury. Mr. Gifford told The Washington Post by telephone from his New York home: "I can't discuss that. You'll have to get that from Washington."

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SYLVANIA OFFERS SCREEN CHEMICALS FOR COLOR TV TUBE DEVELOPMENT

Two groups of fluorescent powders for the development of color television picture tubes which are suitable to several types of electronic color TV systems now being considered have been announced by the Tungsten and Chemical Division of Sylvania Electric Products, Inc., according to Dr. Elmer C. Larsen, Chief Engineer.

Dr. Larsen said that the two groups of TV color phosphors, which are now available in engineering same quantities, include sulphide and oxide types in the three basic TV colors: red, green and blue. The oxide powders are relatively fine texture while the sulphides are of about the same particle size as those now used in standard black and white picture tubes.

"The development of suitable red phosphor material", Dr. Larsen commented, "has hitherto presented a problem. Conventional red phosphor mixes have lacked color depth due to relatively low brightness obtained and excessive light output in the green and blue region. A new red phosphor which we are now making available for color tube development is a manganese activated zinc phosphate. It represents a marked improvement over powders hitherto available."

The new groups of color TV phosphors now being supplied by Sylvania are being made available to stimulate exploration of various types of screen material pending standardization of TV color techniques by the radio-television industry. As soon as these industry standards are established Sylvania's Tungsten and Chemical Division plans to have color TV phosphors available in commercial quantities.

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PROJECTIONISTS COMPLETE RCA TRAINING COURSE IN THEATRE TV

Closing exercises of a special Theatre Television Training program, sponsored jointly by the International Alliance of Theatrical Stage Employees and Motion Picture Machine Operators and the RCA Service Company, Inc., were held in New York Friday (Sept. 15). Thirty motion picture projectionists, from all over the United States, were awarded certificates of accomplishment by E. C. Cahill, President of the RCA Service Company.

The training course, said to be the first ever offered for instruction in this new field, was conducted by the RCA Service Company with the collaboration of RCA engineers who designed and developed the theatre television equipment now being installed in a number of the nation's leading cities.

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BELL SYSTEM TO EXPAND TV NETWORKS BY 50%

The Long Lines Department of the American Telephone and Telegraph Company, which provides inter-city channels for the television broadcasting industry, will make a 50 per cent increase September 30 in the number of cities connected to its TV networks.

This expansion, largest since the eastern and midwestern TV networks were joined in January 1949, will add 14 cities to the present 28-city networks and, for the first time, carry live network television as far south as Jacksonville, Fla., and as far west as Omaha, Neb.

The route extensions will give network service to 19 more television stations covering areas populated by about 12 million people. The present Bell System network serves 54 stations in areas populated by about 60 million people, according to estimates in the industry. Latest estimates indicate that on September 30 better than 80 per cent of the nation's seven and one-half million television sets will be in range of live network broadcasts.

The additional routes, in some areas coaxial cable and in others radio relay, will raise total channel mileage to about 17,000, an increase of more than 4,000 miles.

Five of the new network cities are in the southeast -- Greensboro and Charlotte, N.C.; Jacksonville; Atlanta, Ga.; and Birmingham, Ala. Two are in the central area -- Indianapolis, Ind., and Louisville, Ky., and seven in the west central area, including Rock Island, Ill., Davenport and Ames, Ia., Omaha, Neb., Kansas City, Mo., and Minneapolis and St. Paul, Minn.

The five southeastern cities will be joined to the network by means of coaxial cable. To provide this service, Long Lines added special equipment to an existing coaxial cable which will also continue to carry telephone messages.

Network service will be fed to Indianapolis from Dayton, O. by radio relay. From Indianapolis the service swings south to Louisville over coaxial cable.

Network service to the area west of Chicago is made possible by the completion of the new radio relay route from that city to Omaha. This route is an extension of the New York-Chicago radio relay route which went into regular service on September 1st.

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Bringing the public up to date on fast-changing developments in the television world paid dividends for the Los Angeles Mirror's 1950-51 TV and Radio Preview section of 32 pages recently.

A total of more than 24,000 lines of local retail and studio advertising comprised 70% of the contents, including 14 full pages, center spread and one double truck. Split pages accounted for 5,000 lines.

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TO FIGHT REDS BY WRITING TRUTH; ADMIRAL STONE HEADS NEW GROUP

To counteract Communist propaganda in Europe and Asia, 35,000,000 Americans of the first and second generations will be urged to present an undistorted picture of conditions here in letters to relatives and friends overseas.

The Common Council for American Unity, with a thirty-year history of work with new Americans, announced in New York that Rear Admiral Ellery W. Stone, President of the American Cable and Radio Corporation, had been named to head a \$250,000 fund-raising campaign to support the council's "Letters from America" program.

At a conference in the Willkie Memorial Building, 20 West Fortieth Street, Admiral Stone said that the money would be used to distribute material in twenty-two languages, including Russian, to persons of foreign extraction in this country, encouraging them to combat Communist propaganda by discussing current issues in their letters abroad.

Admiral Stone asserted that letters were immensely superior to officially sponsored radio programs such as the Voice of America because they were free of the stigma of Government propaganda.

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INDUSTRY WOULD DO OWN HOUSECLEANING ON RADIO, TV SERVICEMEN

The Radio-Television Manufacturers' Association last week went on record opposing public regulation in any form of television and radio service men. The Executive Committee of the group's Set Division at a meeting in New York City voted overwhelmingly to take concrete action to answer effectively interests calling for such regulation, particularly in New York.

Prior to the vote on adoption of an official policy of opposition to public regulation of service men, several members of the committee reported that a "solid front" of all industry segments concerned favors this policy. Manufacturers, distributors and service men all are certain that "the industry itself can do a better job of policing than any municipal regulation or municipal body", the Committee was told.

Representatives did not say what concrete action will be taken to eliminate criticism of present servicing facilities. They intimated, however, that manufacturers, distributors and many service men will cooperate in a program to be drawn up to eliminate unethical service operators.

The Set Division Executive Committee authorized wide distribution of a forthcoming report of the effect of television broadcasting on gate receipts of organized baseball. The report is now in process and will be released immediately after the World Series by Jerry N. Jordan. Mr. Jordan issued an earlier report contending that television increased box office figures in virtually all amateur and professional sports.

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::: SCISSORS AND PASTE :::  
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Marconi Gave N.A. Broadcasting Conference Official His Start  
(Bill Brinkley in "The Washington Post")

Commander Charles P. Edwards, Deputy Minister for Air of Canada, got his start in life when Marconi's batteries ran out of juice." " "

A down-to-earth man of 64 with twinkling blue eyes, Commander Edwards will be in Washington for four weeks or so as Chairman of the North American Broadcasting Conference.

The Conference is a gathering of seven North American countries with a Solomon's task. It tries to assign 108 regular-band frequencies among 3000 stations so as to cut international static and other air interference to a minimum. " " "

Commander Edwards' experience spans the virtual birth of the industry, under his boss Marconi, to the age of television and the Lord knows what beyond. From Wales young Charles had come down to Chester in England to enter technical school. The century had recently turned a corner and a man named Marconi was doing strange things.

"Word came to Chester", related the Commander, "that Mr. Marconi was going to make a demonstration there for the War Office. He wanted to sell them some portable wireless sets. Well, into Chester came two of Mr. Marconi's engineers and set up their apparatus. They went about it then discovered their batteries were not charged."

So someone told Mr. Marconi's men that there was a young fellow over at the technical school who could take care of those batteries and right proper. That he did, too.

Passed two years and young Charles pulled stakes looking for fairer and bigger game than Chester afforded.

"I packed my trip and went down to London."

And went right up to see: who but Mr. Marconi?

"You're the young man who charged the batteries!" said Mr. Marconi.

That he was, and young Charles was in. He became a junior engineer with the Marconi Wireless Telegraph Co.

When Marconi set sights on the new world young Charles went along to Montreal and the Canadian Marconi Co. In time he went with the Canadian Government as Superintendent of Radio, worked his way up to Deputy Minister of Air of Canada's Department of Transport.

The Commander's experience, needless to say, is invaluable in the Conference, where representatives of Cuba, Mexico, the British West Indies, the Dominican Republic, Haiti, Canada and the U.S. sit down to make things more useful for everyone on those 108 frequencies.

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Jebb And TV Are Fine U.N. Team  
(Drew Pearson)

After a month of watching sourpuss Soviet Delegate Malik rant, rave and stymie the U. N. Security Council, the American television-viewing public is getting a great kick out of a gentleman who

is exactly the opposite -- Sir Gladwyn Jebb, Chief of the British U.N. Delegation and now Chairman of the Security Council.

Sir Gladwyn's firmness in putting Malik in his place, his precise, masterful manner and his obvious friendship for the United States of America has done more to improve British-American relations than anything since V-E Day.

Were it not for television the American public could not have received the same visual proof of Jebb's operation. As a result they rate him along with Joe DiMaggio and Hopalong Cassidy - at least in the New York metropolitan area. \* \* \*

Every good drama needs a villain, and Malik obligingly volunteered to play that part. No one from Broadway or Hollywood could have played it any better. He stepped right up to the footlights, though he didn't have to get into the act at all, and gave his television audience all the thrills of Hairbreadth Harry and the Perils of Pauline.

Result: Television users all over the Eastern part of the U.S.A. were glued to their sets every afternoon that Malik was acting.

Now comes Sir Gladwyn, the debonair and popular hero, the man who rescues the U.N. from the clutch of Comrade Malik. No wonder he has become like Hopalong Cassidy or Joe DiMaggio.

Born April 25, 1900, Jebb has seen 50 years of tumultuous times, including two world wars. But he does not think another is inevitable. He recalls that in the late 30s, he felt sure war would come. But now he feels the Soviets are not ready, and never will get to the point of readiness so long as the Western world continues its rapid movement toward joint defense.

And he seems to be aware that the television cameras play their part in this effort. When the bright lights go up, in the Council chamber at Lake Success, Jebb winces inwardly and wonders if some members will now ask to speak who had no intention of speaking.

But outwardly, he shows no sign of displeasure at a modern medium which is accomplishing what the European powers failed to accomplish in the days of the League of Nations.

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Something For the "Voice" To Say  
(Walter Lippmann)

This is the message that the Voice of America should carry to mankind. It should say that we shall defend not only our country but the great community from which we sprang and to which we belong. Its peace and security are our peace and security. Beyond that community we seek only mutual advantage, honest influence, and friendship. We do not seek dominion in Asia. Nor shall we degrade ourselves and disgrace ourselves forever by seeking our own security at the expense of the civilization to which we belong.

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What A Mess 48 States Could Make Of TV Censorship  
( "Editor & Publisher" )

Fortunately, Pennsylvania television stations successfully defeated efforts of the State Board of Censors to submit all films for inspection prior to use on the air.

Imagine the red tape and turmoil on future television networks if 48 States decided it is in their power to censor all films shown on the air within the State!

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 ::: TRADE NOTES :::  
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In the exciting renomination recount in New Hampshire where veteran U. S. Senator Charles W. Tobey (R), beat his opponent Wesley Powell, World War II veteran, age 34, by only about 1000 votes, Sen. Tobey is expected to personally scrutinize the proceedings.

The George Burns and "Gracie Allen Show" premieres on CBS television Thursday, Oct. 12 (CBS-TV, 8:00 P.M., EST). The program will be seen on alternate weeks, with the first three broadcasts in the series originating in New York.

Scott Radio Laboratories, Inc. - Quarter to Aug. 31: Net profit \$41,074 or 10¢ a share on 419,080 capital shares, contrasted with net loss of \$51,287 for August quarter a year ago; net sales \$542,774 compared with \$79,232.

A new device "Stenafax" is being offered to broadcasting stations, newspapers, and others using mimeograph machines by the Times Facsimile Corporation, a subsidiary of The New York Times.

The Stenafax automatically makes exact stencils of graphic material in six minutes. These stencils, of special plastic material, are used on any standard mimeograph machine. In a test, 21,000 cards were mimeographed from a stencil, still good.

Industrially designed by Henry Dreyfus, the machine was developed by Times Facsimile Corp., makers of facsimile communications equipment.

The corporation plans to manufacture the machines with a production capacity of 100 each month. Cost of building the machine is approximately \$1,000. A. G. Cooley, Manager, said it is probable the machines will be leased instead of sold outright.

Verdi's "Don Carlo" opening the 1950-51 season of the Metropolitan Opera Co. Monday, November 6, will be televised and Saturday matinee performances will be broadcast over the ABC net under sponsorship of the Texas Company.

After being in business for approximately 8 weeks, Tempo, Inc., producers and distributors of a new departure in specialized background music has signed its 35th contract.

The latest subscriber is Weaver Bros., Inc., one of the largest realtors and mortgage bankers in the Washington area. Other subscribers to Tempo music in the D.C. area include the Interstate Building Association, Hammel's Restaurant and LaSalle DuBois, a restaurant.

Affiliated with Functional Music, Inc., Chicago, a Marshall Field enterprise, Tempo, Inc. began operations in Washington about two months ago under the direction of Harry A. Gale, President, and Ben Strouse, Vice President, who is also vice-president of Station WWDC.

Tempo is a new service of programmed background music for industry, offices, hotels and restaurants. Based upon a newly developed electronic device, Tempo, Inc. is able to provide the service at a minimum cost within a 75-mile perimeter of Washington.

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