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October 4, 1950

CHI. THEATRE TV FLOPS; 35,000,000 SEE IRISH GAME FOR FREE

Although little attention seems to have been given to it in other parts of the country, Chicago has been furnishing some interesting data with regard to television sports broadcasts.

One was the complete flop by two theatres last Saturday (Oct. 1) in the first showing of paid admission football television in Chicago. This was undertaken by the State and Lake Theatre, one of Paramount's best known downtown Loop theatres and one of their largest, and also the south side Tivoli. The game was between Illinois and Ohio football teams. It was the kickoff of the closed circuit theatres broadcast of the Big Ten football games.

Paid attendance at the State-Lake was reported by Larry Wolters, television editor of the Chicago Tribune as about 1,500. The capacity of the theatre is 3,000. Attendance at the Tivoli (capacity 3,400) was even less, only 600.

Accounting for this, several facts had to be taken into consideration. The Illinois-Ohio game is not a popular game and on free television in direct competition were the Notre Dame and Army games.

The Big Ten has banned telecasting of its football games until its effect on attendance is determined. The conference, however, has permitted theater television on a limited scale.

In Detroit, 2,000 people saw the theater version of the Michigan-Michigan State game. The theater has a 4,000 seating capacity.

On the other hand, Mr. Wolters estimated that an audience of 35,000,000, the biggest to date to view a football game saw the contest between Notre Dame and North Carolina as telecast free by WGN-TV, Chicago and the DuMont network at the same time last Saturday as the paid theatre experiment was going on.

Forty-six stations, extending from Minneapolis to Jacksonville, Fla., were linked up for the most extensive coverage of football up until now.

More food for thought about the economic side of sports television came from Chicago when Edward Burns of the Tribune Press Service, who was at the Louis-Charles fight, wrote: "A crowd of 22,357 who apparently did not have access to television devices, paid \$205,370 to view the event at first-hand. It was estimated that twenty-five million saw the show via television."

Commenting upon this, E. F. McDonald, Jr., President of the Zenith Radio Company, said:

"And don't forget, that everybody on TV had a better seat than anybody at the fight stadium. I understand from someone who was at the fight, that one-third of the seats were empty. Here is the case of the fight promoters getting \$205,000 from the box office at the arena and \$140,000 for the television and radio rights. The balance is shortly going to shift and the radio and television rights for great national events is bound to exceed by far the gate receipts at the arenas."

Commander McDonald was so impressed by the fight figures that he addressed a letter to former Senator "Happy" Chandler, which read in part as follows:

"As High Commissioner of the "Great American Game" with \$975,000 added to your gate receipts come rain or shine, you should be having no trouble at all these days in living up to your most appropriate nickname. If my figures are correct, you have in one year quadrupled the Series' take from television and have built up your 'sideline' broadcast jackpot to 86% of last year's total gate receipts from all five World Series games. Nice going!

"Now the question is, 'Where do you go from here?' How are you going to get the maximum yield for your clubs and your players next year and in years to come? Whatever happens, it looks like the 'World's Serious' is getting too expensive to give away 'free' on a video screen. * * * *

"Advertising Age speculates on figures of \$1,000,000, \$1,500,000 or \$2,000,000 for TV rights to next year's Series, and gloomily predicts that such box-car costs will price 'even the biggest and most venturesome advertiser out of the market.' Then Advertising Age foresees the theater owners, with their paying box office, taking over and putting televised Series games into their theaters. * * * *

"The potential yield from advertisers or theater television is great, but it is minor compared to the possibilities that can be opened by box office television in the home. Consider:

"Last year some eight million people watched the Series over about two million television sets. Your take from the advertiser for TV rights was \$200,000.

"This year the sponsor's \$800,000 will enable more than 20,000,000 people to watch the Series games on the screens of some five to six million TV receivers. That is big money, but it is only about fifteen cents per set, for all of the games, and it is just about the maximum in advertising costs that a sponsor can afford to pay. Moreover, it is small change compared to what the public would gladly pay directly to see the Series broadcasts if they were presented by pay-as-you-see television in the home instead of by advertising sponsorship.

"It is a reasonable assumption that in five years there will be from thirty to forty million television receivers in American homes and offices, all of which will be within range of television

transmitters hooked into the national networks. Suppose you were to put a box office on television, charge a fee of, say, \$1 per game to every television set tuned to the Series, and assume your share to be roughly 50%. I don't need to compute the staggering box office potentiation that this will offer you; it would loom as even more fantastic than \$800,000 for TV rights would have sounded last year."

Commander McDonald said Tuesday (Oct. 3) that Zenith has postponed the starting date of its Phonevision test (television in the home by telephone) in Chicago until November 1st and has asked the FCC for permission to continue the test through the month of January. He said that the postponement was prompted by two considerations: "First", he said, "we do not yet have enough good film to conduct the test properly through its full schedule of 90 days. Refusal by most major motion picture producers to rent us film for this test has deprived us of the type and variety of features we need to make it truly representative, and to make sure that each of the 300 participating families gets a dollar's worth of entertainment from every Phonevision program seen."

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LANGMUIR TO BE HONORED IN G.E. HALF CENTURY LAB CELEBRATION

When the nation's first industrial research laboratory, the General Electric Research Laboratory, celebrates its 50th anniversary Monday, October 9th, with the formal dedication of a new home near Schenectady, N. Y., outstanding honor will be paid to Dr. Irving Langmuir, whose early work in electronics made possible the high-power electron tube used today in radio.

"Not only does the scientist not need to promise in advance what will come of a research project, but often even, even after it is done, it is still not clear where and how it will be applied", Dr. C. G. Suits, G.E. Vice-President and Director of Research, pointed out discussing the development of the present day laboratory. "Thus Langmuir's work on high vacuum led to the high vacuum, high-power electron tube, which eventually made possible reliable radio communication over long distances and modern applications of industrial electronics, as in heating methods. Similarly, his studies which led to atomic hydrogen welding opening up a new industry, though this was not apparent when the work was being done.

"Freedom works both ways. Because of the freedom, like that afforded Langmuir in the instances cited, the company became more diversified. On the other hand, the more diversified it becomes, the more freedom can be given.

"Investigations into the atomic nucleus which are now being carried on in the Research Laboratory are a good example of present work of which the outcome is quite unpredictable", says Dr. Suits. "The same is true of project Cirrus, which is entirely exploratory in nature."

"Cirrus" is leading to new knowledge of weather phenomena and eventually may make possible significant modifications of weather conditions.

One of the laboratory's early achievements came in 1908 when Dr. William D. Coolidge, later to become the laboratory's Director, produced tungsten metal in ductile form. This led, in 1910, to a sturdy tungsten incandescent lamp, practicable for general use.

Starting in 1900 the General Electric lab used a barn, behind the home of Dr. Charles P. Steinmetz. After a few weeks, the barn burned down, and they moved to a building in the company's Schenectady Works. This was the first of a series of buildings within the works, culminating with two especially planned for the laboratory, built in 1912 and 1925.

Following World War II, as these facilities became increasingly inadequate, a private estate known as The Knolls in nearby Niskayuna and about five miles from the plant, was acquired for a new laboratory home. About half the staff moved there in the Fall of 1948, with completion of the first section. The rest of the main building, and various supplemental structures, are now completed.

The laboratory's two-man force of the year 1900 has now grown to about 850, of which about a quarter are scientists and the rest technicians, mechanics, and office personnel.

"New subjects of investigation generally come from the members of the staff, and are not dictated from above", Dr. Suits concluded. "However, it is the job of the Director to see that important fields are not neglected, and that they are studied even when not very glamorous. An example is work on methods of light production. Even a one per cent increase in the efficiency of a phosphor used in fluorescent lamps would result in a saving to the U. S. public of about \$20 million each year. Thus, some laboratory activity must be channeled into fields that are important to the company, but even here the research man has freedom in the way he attacks the problem."

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MRS. ROOSEVELT TAKES OVER MARY McBRIDE'S RADIO TIME

Mrs. Franklin D. Roosevelt will replace Mary Margaret McBride on WNBC beginning October 11, the National Broadcasting Co. announced this week. The new program will be devoted to interviews with prominent persons, and chats on subjects pattered for women listeners and will be heard Mondays through Fridays from 12:30 to 1:15 P.M. Mrs. Roosevelt's son, Elliott, will be announcer for the program.

(Ed. Note. Variety stated it is estimated that Miss McBride will earn about \$300,000 a year under the deal worked out for her by ABC where she is moving to, taking along all of her 19 clients, Oct. 9)

Miss McBride had decided to leave WNBC, it was said, because "a portion of her air time had been sold inadvertently", and she had wanted the 1 to 2 P.M. spot regularly.

Mrs. Roosevelt this week resumed her Sunday afternoon NBC-TV show, "Today With Mrs. Roosevelt", which is generally devoted to discussions of political issues. The air time is 4 P.M.

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PRESIDENT'S BROADCASTERS ADVISORY COMMITTEE APPOINTED

A Broadcasters' Advisory Council to assist the Government during the current emergency has been organized, Justin Miller, President of the National Association of Broadcasters, reported to President Truman in a letter Tuesday (Oct. 3).

Formation of the Council was completed at a meeting in the Waldorf-Astoria in New York last Monday night. The Council was formed as the result of a request to the NAB by Dr. John R. Steelman, the Assistant to the President, that the Association organize the industry in such a manner that it would be "immediately available" in the event of need.

The Council, Judge Miller told President Truman, includes in its membership, besides the NAB President; Robert C. Sprague, President of the Radio-Television Manufacturers' Association; J. R. Poppele, President of the Television Broadcasters' Association; Richard B. Hull, President of the National Association of Educational Broadcasters; the Presidents of four of the networks: Frank White, Mutual Broadcasting System; Joseph H. McConnell, National Broadcasting; Frank Stanton, Columbia Broadcasting System; Robert E. Kintner, American Broadcasting Company; and Mortimer W. Loewi, Director of the Dumont Television Network.

Charles R. Denny, Jr., Executive Vice President of NBC, will act as alternate for Mr. McConnell, and Chris J. Witting as alternate for Mr. Loewi, with other alternates to be designated.

Approximately ten broadcast station operators, to be named by Judge Miller who was elected Chairman of the Council, will complete the roster of nineteen members.

It is anticipated, Judge Miller said, that the Council membership may be expanded from time to time by majority vote of the Council if need arises in particular situations.

At this first meeting the Council members did not go farther than to agree upon a broad outline of organization; establishing as the Council's first objective the representation of all segments of broadcasting, so that they may be brought together expeditiously upon Government request for action.

Present at the New York dinner meeting were: Judge Miller, Mr. Sprague, Mr. Poppele, Mr. White, Mr. Denny, representing Mr. McConnell, Mark Woods, Vice Chairman of the Board, ABC, Mr. Witting, representing Mr. Loewi, and Mr. Earl Gammons, Vice President of CBS.

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Radio Free Europe expanded its broadcast to persons behind the Iron Curtain to seven and one-half hours daily on October 1, Director Robert E. Land said yesterday, October 3.

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REGRET AT RETIREMENT OF LEW WEISS, RADIO, TV PIONEER

The retirement of Lewis Allen Weiss, Chairman of the Don Lee Network at Los Angeles, one of the oldest radio and television executives in point of service and one of the highest paid, brings with it general regret. There are those who predict that he will be back, that he will not be able to keep away from a great industry in which he has done so much to make and in which he has been so successful. Born in Chicago in 1893, there is still time for Mr. Weiss to again be heard from in a big way and there is no doubt but that he will.

Mr. Weiss said he was leaving the Don Lee Company which he joined in 1930, to clear the way for the new owner and to look after other business. Mr. Weiss was the first man from the Pacific Coast ever to head one of the country's four transcontinental networks. Mr. Weiss succeeded Alfred J. McCosker as Chairman of the Mutual Broadcasting System in 1947. With the exception of Mr. Paley up to that time, Mr. Weiss was also the youngest net Chairman.

Mr. Weiss was graduated from Chicago-Kent College of Law in 1915. Subsequently he enrolled in the University of Southern California where he majored in Economics. Not many are aware of the fact that he was a Captain of Cavalry in the Regular Army in the 1st World War, Commander of the famous "Black Horse Troop", 4th U.S. Cavalry, and is a past Commander of the Military Order World Wars.

Before joining Don Lee, Mr. Weiss was an advertising executive with the Hearst newspapers for four years. He suggested to Will Rogers the idea that the latter use an alarm clock in order to close his broadcasts on time.

Mr. Weiss built up the Don Lee net from 16 to 45 stations. He was the television pioneer of the West Coast.

Mr. Weiss was also President of the Los Angeles Chamber of Commerce, Los Angeles and Hollywood Advertising Clubs, Director of Hollywood Chamber of Commerce, Rotary Club of Los Angeles, Merchants and Manufacturers' Association, all year Club of Southern California, and Advertising Federation of America. He is also a member of the University Club of Los Angeles, Delta Theta Phi and Alpha Delta Sigma. He recently completed duties as member of Board of Municipal Airport Commissioners. As a public speaker, Mr. Weiss is rated with the highest classification accorded by Rotary International.

Come what may, Mr. Weiss hopes first to enjoy a good long, and what would be a well deserved, vacation.

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HANSEN, WTOP WASHINGTON, FOUND DEAD

Vern Hansen, 39, an announcer for radio station WTOP, of Washington, D. C., was found dead in his apartment in nearby Arlington, Va. by his wife, Mrs. Jane Hansen.

Arlington police who investigated said Mr. Hansen left no note. They reported his wife told them he had been under the care of a doctor for the past two weeks.

Mr. Hansen, a native of Racine, Wis., joined the Washington staff of WTOP-CBS in 1942. He left shortly to become a presentation editor with the Office of Strategic Services. Among his assignments was narration for "Organization of the Army", a film for soldiers.

He returned to WTOP in October, 1943. Since that time, Mr. Hansen has been on such programs as "The Factfinder" and "News at High Noon". He also was the Washington reporter for "We, The People".

Mr. Hansen was a graduate of the University of Wisconsin in the class of 1933. During his college days he did radio work for the University station, and on graduation joined the station's staff as a full-time announcer.

He remained at this post for three years. In 1936 he took a job with a Chicago station, and remained there until coming to Washington. He married Jane Elizabeth Wood in 1939. His wife is graphic editor for the Red Cross in Washington.

Mr. Hansen who considered his popular "Quizzdown" show one of his most interesting assignments, was the WTOP reporter who stopped a show to announce the death of President Franklin D. Roosevelt in 1945.

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VAST TV EXPANSION DEPICTED IN PROGRESS REPORT

The record expansion of the television industry on all fronts during the first half of 1950 is pictured in detail in a special "TV Progress Report" just published by the Television Broadcasters' Association, Inc. The condensed, factual report covers all the major facets of the TV industry, presenting detailed data and statistics on the following: TV stations, networks, set production, audience, market areas, business and advertising.

While the TBA Report is essentially a review of the first six months of 1950, much of the information is extended to September 1 and, in the case of network facilities, projected to October 1st. Thus stations, networks, advertisers and agencies will now have available a unique reference guide with station, network and market information both in interconnected and non-interconnected TV areas, that will remain up-to-date for many months beyond publication of this report.

Prepared and edited by Richard Ives, TBA Public Relations, under the supervision of TBA-Secretary-Treasurer Will Baltin, the "Progress Report" is being made available to non-Association members at \$1.00 per copy.

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CRITICAL SHORTAGE SEEN IN TV, RADIO TUBES

A critical shortage of replacement tubes for radio and television receivers has been growing steadily worse in recent weeks. Amateur technicians who like to make their own repairs sometimes must go from store to store in a hunt for the right tube to put their sets back into operation.

Confirmation of this shortage was obtained yesterday, Oct. 3, it was said by Val Adams of The New York Times in a check of retail radio shops and a repair men's association. "The lack of replacement tubes for the general public apparently is a result of increasing demands by television set manufacturers, military needs and stock-piling", Mr. Adams writes. "There is no shortage, however, of cathode ray picture tubes for television sets."

Fifty per cent of the replacement tubes most commonly needed in repairing sets are difficult to obtain, reported Max Liebowitz, President of the Associated Radio-Television Servicement of New York, Inc. "Repairs are held up for a very long time", he said, "and people don't understand why it takes so long to get their sets back."

Mr. Liebowitz, complaining of the plight of the independent service men, said that some distributors allocate whatever tubes they may have to retail dealers, rather than the repair men. He added that service men who do not have strong contacts with the sources of supply are hard pressed to fulfill their repair jobs.

Samuel Simon, owner of the Grand Central Radio Shop at 124 East 44th Street, said that some television manufacturers were offering to buy back tubes from dealers at list prices so as not to delay delivery of their sets to market. A set maker who could produce a particular tube for forty cents will offer the retail price of \$3 to get it back from the dealer, said Mr. Simon.

The extremely low odds of being able to obtain any replacement tube is clearly borne out by August production figures, the latest report, which showed that 7,017,115 tubes were made for replacement parts. That figure is approximately the number of video sets now in existence, which would allow one replacement tube for each receiver. This is the television story alone, not even considering millions of radios that must be repaired.

Some set makers are said to have notified dealers that if the shortage continues they may be forced to ship their receivers to market without any tubes, leaving it up to the dealers to scramble for their own.

Obviously the Korean war and the military preparedness program have added greatly to the receiving tube shortage. In fact, Dr. W.R.G. Baker, Vice President in Charge of the Electronics Department of the General Electric Company, asserted yesterday that the new military priorities system, combined with the recently aggravated shortages of materials, will force a 20 per cent industry-wide cut-back of television receiver production in the first half of 1951.

"The priorities system will aid materially in production of electronics equipment for military purposes", said Dr. Baker, "but it will have an adverse effect of civilian items such as television and radio receivers."

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RCA ESTABLISHES DEFENSE SERVICE DIVISION

The RCA Service Company announced yesterday, Oct. 3, the establishment of a special Government Service Division to coordinate its expanding activities and expedite Government agency requirements for technical personnel, and installation and servicing of all types and makes of electronic equipment.

P. B. Reed, a veteran of more than 20 years in the electronic equipment and servicing fields, was named to head the new division and in this capacity was appointed Vice President in charge of the Government Service Division, RCA Service Co. A former Washington, D.C., representative of the RCA Victor Division, he was Sales Manager of the Industrial Equipment Section of the RCA Engineering Products Department prior to his new appointment.

The Government Service Division represents an expansion of the company's former Government Service Section which, for ten years, has been handling service activities for Government agencies, according to C. M. Odorizzi, Vice President in charge of Service for the RCA Victor Division. Mr. Odorizzi disclosed that the new division will undertake an expansion program involving technical personnel and facilities to keep pace with increased requirements of the military services.

Included in the expansion program are the company's elaborate and centralized repair facilities and its Technical Publications Section. The former is a modern service shop, located at the home office, which is completely equipped with the latest test and repair equipment. Under the present emergency and expanding defense program, it is providing contract service to the armed forces in an overall project to modernize World War II radio and electronic equipment. The Technical Publications Section is set up to prepare and print and provide the armed forces with classified technical manuals on the subject of electronics in general and on specific electronic equipment.

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TV SALES SOAR TO ALL-TIME HIGH IN WASHINGTON, D. C.

The Washington Television Circulation Committee representing the four operating TV stations in this city (WMAL-TV, WNBW, WTOP-TV, and WTTG) released Monday, Oct. 2, the official estimate of 174,485 television sets now installed and operating in Metropolitan Washington, D. C. This represents an increase of 13,910 sets over the September 1 figure - the largest monthly increase recorded by the Committee since it began functioning in December 1947. The Washington Television Circulation Committee is the oldest committee of its kind in the country.

The Committee's monthly reports are based on set sales figures published by the Washington Electric Institute, plus independently gathered totals from those distributors and dealers who are not Institute members.

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BBC RADIO DRAMA FOR U.S.A.

The National Association of Educational Broadcasters, an association linking non-commercial stations throughout the United States, has recently embarked on a new and ambitious development. Following discussions with the University of Illinois last year, they have planned a wide program of broadcasts which are to be serious in content and high in quality. They will be provided to member stations in the form of recordings, and the first series was distributed last February. By May this year thirteen stations were already carrying the programs, and at least fifteen more were expected to join shortly.

The programs are distributed through station WNYC, New York, whose director, Seymour Siegal, is said to be the moving spirit of the project. Among those already carrying the programs, in addition to WNYC, are stations in Michigan, Washington, Ohio, California and Louisiana.

A number of series have already been broadcast. They have covered scientific, political and artistic topics, and have been collected from all kinds of sources.

For their dramatic series N.A.E.B., turned to the BBC, which has contributed thirteen programs from among the classics of broadcasting in England. This series will break new ground in a number of ways. For one thing, none of the programs lasts less than an hour, and some are more than an hour and a half, and it is very rare for a serious program - even a dramatic one - to run to such a length in the United States.

Beginning on July 11th with "The March of the '45", D.G. Bridson's classic dramatization of the Jacobite rising in Scotland in 1745, the programs included such major works as "The Dark Tower" by Louis MacNeice and "The Lady's Not For Burning" by Christopher Fry.

N.A.E.B. reports that the BBC series is drawing "tremendous quantities of favorable comment" from their listeners. Later series will be taken from the Canadian Broadcasting Corporation and from the United Nations.

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WILLIAM ALLEN WHITE SCHOOL GETS OWN FM STATION

The moving of radio station KIMV-FM from Hutchinson, Kansas to the University of Kansas campus at Lawrence, Kan., will be started within a short time. The equipment of the frequency modulation station is being given to the William Allen White school of Journalism by John P. Harris of Hutchinson and his brother, Sidney F. Harris of Ottawa, Kan., as a memorial to their late uncle. The equipment includes a 514-foot broadcasting tower.

The Harris brothers, who own three other radio stations, also own the Harris Publishing Co., publishers of the Hutchinson News-Herald, Ottawa Herald, Salina (Kan.) Journal, Chanute (Kan.) Tribune and the Burlington (Iowa) Hawk-Eye Gazette.

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DEWEY PUTS TV TO TEST IN MEETING JOHN Q. VOTER

Governor Dewey employed television last Sunday night (Oct. 1) to answer a series of questions from persons picked at random from two busy sections of New York as part of his campaign for re-election. It was the first time television had been so used in a political campaign, Leo Egan reports in The New York Times.

Eight questions in all were put to the Governor. They ranged in subject-matter all the way from queries of why he wore a mustache and what he thought of the Brooklyn Dodger baseball team's chances of winning the National League pennant to the New York City gambling inquiry, overcrowding in schools and discrimination in housing.

One question, put by Harvey Rothenberg of 25 West Eighty-first Street, a shirt manufacturer, was: "From a social and an etiquette point of view, do you think you were correct in criticizing the Russians for maintaining slave labor, in your recent talk at the Waldorf?"

Mr. Dewey's answer was: "It wasn't etiquette, but it was awfully good for the Russians." He added that he intended to continue his criticism of the Russians, because "so long as Soviet Russia has slave labor, and a totalitarian Government, none of the free people in the world are safe."

The telecast was an outgrowth of Mr. Dewey's statement in his acceptance speech at Saratoga that he intended to wage his campaign for re-election on every street corner in the State. The use of television to carry out this idea was developed in a series of conferences between Mr. Dewey's campaign advisers and radio technicians.

During Sunday night's program, Mr. Dewey remained in a National Broadcasting Company studio in Radio City facing two television screens. One television crew with "Happy" Felton, a professional radio performer, was station on Broadway between 42nd and 43rd Streets. Another was in the Plaza at Radio City, in charge of Walter Shirley, a professional announcer.

Questioners rounded up by Mr. Felton or Mr. Shirley spoke into microphones and were visible to Mr. Dewey in Radio City. He answered their questions directly.

The program was carried only by WNBT in New York.

In its essentials, the use of television to exchange ideas with voters was an extension of the system Mr. Dewey used in 1948 to win the Republican presidential primary in Oregon. During his visit there the Governor mingled with persons in the street and submitted to questioning after all his campaign appearances.

The decision to employ a similar technique in New York but to get a wider audience through bringing in television was the result of a series of conferences on the part of Dewey advisers.

At the end of New York's querying and answering by Mr. Dewey, the Governor explained that it had been undertaken on an experimental basis. He suggested that if enough interest were shown by the writing of postcards to him at Albany, it would be followed by others.

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UNCLE SAM DIGS DEEP FOR DEFENSE

Sales of radio transmitting and communications equipment, including radar, to the U. S. Government by RTMA member-companies increased substantially in the second quarter over the first quarter of this year. Sales in the second quarter totalled \$33,393.093 compared with \$30,640,943 in the first three months of this year.

Orders received from the Government during the second quarter amounted to \$61,701,467 compared with orders of \$41,305,390 in the first quarter.

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G.B.S. FINISHED LATEST PLAY AT 94; FOR TELEVISION?

As relayed by Paul Holt, a BBC commentator who called on George Bernard Shaw on his 94th birthday, and just before G.B.S. suffered his bad accident, revealed that the noted playwright had just given a Hungarian film producer his latest play to read.

"It has no title as yet", Mr. Holt said, "and it is more of a conversation piece than a play, consisting largely of an argument between a man and a woman. The woman wins.

"Shaw thinks it will be good for television. He is very interested in television although he has no set in the house."

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RIO TO HAVE FIRST TV STATION IN FALL

Engineers of the International General Electric Company who have been installing the transmitter on Sugar Loaf mountain in Rio, say their difficult job is now practically complete.

The transmitting equipment, several tons of it including the 150-foot antenna, had to be hauled by cable car, mule back, and by hand to the summit of Sugar Loaf which towers 1,300 feet above nearby Copacabana beach. Sugar Loaf's summit, which is inaccessible by automobile, is reached by cable car. Because of heavy tourist travel, the cable car has been available for use by the TV engineers only four hours a day from 4 to 8 A.M.

Brazil, first South American country to have regularly scheduled commercial programs, will have several thousand TV receivers in operation by the end of the year, according to company officials.

I.G.E. started exporting TV receivers to Brazil last April, when it shipped 50 completed units. Later, 1,750 chassis were sent to be assembled into complete receivers by the company's Brazilian affiliate, General Electric Sociedade Anonima.

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A Pirate Deep In The Heart of Texas
 (Val Adams in "The New York Times")

Squarely in the face of a growing television fever, a new haywire radio network has mushroomed out of the State of Texas to link more than 200 stations from coast-to-coast. Currently supplying its affiliates with seven hours of sports broadcasts and give-away shows daily, the chain was due to expand to a sixteen-hour daily schedule this week.

The whole thing started when a resolute young Texan, enthralled with the idea of becoming a famous sports announcer, couldn't talk anyone into hiring him. A lot of weird maneuvering has ensued.

The network, with headquarters in Dallas, officially is known as the Liberty Broadcasting System. Its president is Gordon McLendon, 29, the fellow no one would hire as a sports announcer. Calling play-by-play reports over his own chain, McLendon has labeled himself "The Old Scotchman".

McLendon graduated from Yale in 1942, went into the Navy for several years and back to Harvard Law School. His itch to be a sports announcer - in which he had dabbled on the side while at Yale - drove him away from law studies, however, after one year.

Unable to obtain a sports job, McLendon built a small day-time station of his own in Dallas in late 1947 and asked Western Union to install a baseball wire. He wanted to re-create major league baseball games in the afternoon. * * * The Dallas club said nothing doing.

Then McLendon became a modern-day Texas outlaw, so far as baseball was concerned. He came to New York, rented an office in Lexington Avenue, and bought a "TWX" line - teletype service - from the telephone company. Gordon hired a man to listen to Mel Allen's baseball broadcasts over WINS and teletype the play-by-play to him in a studio of his Dallas station. Deep in the heart of Texas, "The Old Scotchman" re-created major league diamond plays only ten seconds behind the actual happenings.

McLendon used an elaborate recording arrangement to make his re-creations sound like the real thing. He used four different turntables simultaneously in his studio - general crowd noise, the sound of a bat, the shouts of peanut and hot dog vendors, special crowd effects and the sound of a public address system in the background. All of these sounds had been recorded in major league parks.

The baseball people threatened all kinds of court suits, but McLendon stuck to his microphone. Other stations asked for a feed on his baseball broadcasts and at the end of his first baseball year, McLendon found he had a network of forty-two stations. The stations paid their own line charges and were supposed to pay McLendon 15 per cent of whatever they collected from local sponsors. That's how the Liberty Broadcasting System came into being.

Today, of course, McLendon has made peace with the baseball world. He had pirated their games only because they wouldn't sell to him, and now that they have, he pays the National League \$40,000 a year for carrying their games "live" and an estimated \$50,000 for re-creating American League games.

Rival TV Stars
("Drew Pearson")

In the delegates' lounge at Lake Success, a newsman said to Security Council President Sir Gladwyn Jebb, "How does it feel to be a TV idol?"

"It's really quite frightening", replied Jebb. "People come up to me on the street and shake my hand. No member of the British Foreign Office is supposed to be known, not to mention being popular."

"I'm afraid you can't escape it", insisted the newsman. "People are fascinated by you -- second only to Milton Berle."

"Berle?" said Sir Gladwyn. "Who's he? The only Berle I know is Adolf Berle, and people aren't fascinated by him."

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Radio-Astronomy
("London Calling")

It is only in the past half-century or so that man has known the secret of transmitting and receiving radio waves. But for those who have ears to hear - or, rather, for those who have the right kind of very complicated apparatus - the stars and the sun are continually sending out radio impulses.

In fact, it is hoped that a new kind of astronomy can be worked out on this principle, and at a place called Jodrell Bank, in the English county of Cheshire, a team of eighteen scientists are working to develop the new idea of radio-astronomy.

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Attention Orson Welles!

North America's radio "hams" planned at their meeting in Hamilton, On. last week, to fill the air waves Oct. 14 with reports of disasters that never happened. Some 90,000 amateur radio operators in the United States and 8,000 in Canada will send out fantastic reports of floods, earthquakes, fires and similar tragedies. The full-scale rehearsal for a disaster service was announced by Wilburt Clemence, past president of a local group of radio amateurs. He said the Canadian and United States Red Cross societies would cooperate.

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Or Hear A Jingle
(CBS' Jack Benny Program)

ROCHESTER: A shilling, a tuppence and a ha'penny? What're those?

KEARNS: What're those? Weren't you in England? Didn't you see English money?

ROCHESTER: I was with Mr. Benny. I didn't see any kind of money.

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TRADE NOTES

Sales of radio receiving tubes set an all-time record in August with a total of 36,269,435 tubes sold, the Radio-Television Manufacturers' Association reported last Friday. The previous peak of 33,663,494 was reached in March of this year.

August sales brought the total tube sales for the first eight months of this year to 227,773,373 as compared with 198,753,295 in the entire year 1949.

A breakdown of the receiving tube sales in August showed 28,202,620 tubes sold for new sets and 7,017,115 for replacements. Tubes exported and sold to government agencies amounted to 906,450 and 143,250 respectively.

Avco Manufacturing Corp. is turning out the largest volume of peacetime production in its history and sales and earnings have reached an all-time high, the company reported in New York Monday, Oct. 2.

Consolidated net income for the nine months ended August 31, was \$7,712,538, equal to \$1.08 a share, Emanuel reported, compared with net of \$2,711,540, on 35 cents a share, in the like period of 1949.

Net sales in the latest nine months totaled \$160,330,491, against \$97,908,767 a year earlier.

A six-page illustrated folder providing information on RCA's latest field television equipment, including an improved Friction Head, a new Tripod, new Field Desk, and a Rotatable Mount and Remote Control for Microwave Parabola, is now available to broadcasters, it was announced by the RCA Engineering Products Department.

Profusely illustrated, the new brochure fully describes the new field television units, first announced and displayed at the 1950 NAB Convention, which are now commercially available.

Directors of the Philco Corporation last week called a special meeting of stockholders for Nov. 28 to increase the authorized common shares from 2,500,000 to 5,000,000 shares and to split the common stock by issuing one additional share for each share now outstanding.

William Balderston, President, said that currently there are outstanding 1,709,980 common shares, including 31,202 held in the treasury. Action to split the stock "reflects the growth of our business from sales of \$52,311,000 in 1940 when Philco became a publicly owned company to an estimated total of over \$300,000,000 in 1950", Mr. Balderston declared.

The Jos. M. Zamciski Co., Philco distributors in Washington, D.C. has for the duration of the World Series located large television sets in the Mayflower, Statler, Washington and other hotels in the Capital.

Advertising of radio and television sets, which is being increased sharply in the last half of 1950, will be increased still further in 1951, according to L. E. Pettit, Chairman of the Advertising Committee of the Radio-Television Manufacturers' Association.

An informal poll of committee members attending a recent meeting in New York indicated an increase in advertising expenditures for the last six months of this year, with additional increase being tentatively planned for 1951, Mr. Pettit said.

Of the set manufacturers reporting, all but one will increase its advertising in the second half of 1950 over the first half. These increases range from 20% to 200%, and the average increase is 104%.

Olympic Radio and Television, Inc. has increased list prices of four television receivers \$10 to \$20, Percy L. Schoenen, Executive Vice President said in New York. Despite increased costs, prices on the remaining seven models in the company's line are unchanged, he says. Mr. Schoenen also reports that the company has substituted a 17-inch rectangular tube for a 16-inch tube in three units.

"Bootleg" recordings of broadcast music have forced the nation's music publishers to launch a campaign to protect copyrights, Arthur A. Hauser, President of the Music Publishers' Association of the United States, said in New York last week after a meeting of Association directors.

Those who offer "air check" transcriptions of broadcasts for sale are targets of the drive, Hauser said, but amateurs who make home-made wire or disk recordings of favorite radio programs are also vulnerable.

"It's against the law to make such recordings without fulfilling the legal responsibilities to the copyright owners", Hauser explained, "even if the transcriptions are merely for home use -- and it's all the worse if they are offered for sale.

Hauser said that the Association has discussed the problem but has taken no official action, because each music-publishing firm individually will take the main responsibility for protecting its own copyrights.

An estimated 67 million people either heard or saw the Joe Louis-Ezzard Charles heavyweight championship fight over the Columbia Broadcasting System's radio and television networks, according to a survey conducted in 19 cities during the contest by Trendex. The survey also revealed that 31% of the total U.S. families heard the fight on radio, while 14% of the total U.S. families saw Charles defeat Louis on CBS Television.

The CBS-TV coverage of the bout, said to have been seen by 73% of all television set owners, represents the largest TV audience to date for any sports event on television.

Municipal authorities said Oct. 1 (Delayed) no trace of Seoul City Sue, the North Korean woman radio announcer, has been found in Seoul.

Her Tokyo Rose-type broadcasts to American troops were stopped before Seoul was liberated last week. No identification of the woman has been made.

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HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heinel, Editor

Founded in 1924

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OCT 13 1950

NILES TRAMMELL

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October 11, 1950

MORE COY HUMOR AS TV INDUSTRY AWAITS FCC COLOR EDICT #2

With the next move on the part of the Federal Communications Commission expected at any moment as to whether or not the FCC will crack the whip and try to make a balking group of manufacturers jump through the hoop and conform to CBS standards which the Commission favors with respect to colored television, there has been time to consider some phases of FCC Report #1. One of these is the personal opinion of the report by Wayne Coy, Chairman of the FCC which up to now has apparently been overlooked in the excitement.

It should be explained that Mr. Coy is a Hoosier which, of course, makes him a humorist by birth. And, furthermore, his name clinches it. Also being from Indiana entitles him to authoritatively discuss best sellers, which he proceeded to do recently in revealing to the Chicago Television Council his innermost thoughts with regard to the preliminary TV color report.

"The first day of September was made notable by the publication of a new kind of best seller. It has created a considerable stir in the television world if not the literary world", Chairman Coy confided.

"It is not as long as 'Gone With the Wind' or 'Anthony Adverse' or even the Kinsey Report but the authors are proud of their efforts to build their volume up toward the heavyweight class. They managed to produce 60 pages of prose before they quit from sheer exhaustion.

"I refer, of course, to the report on color television issued by the Federal Communications Commission.

"Up to now, 10,000 copies of this have been issued by the Commission itself, by trade organizations and other groups.

"Whether the demand will continue I do not know. Public taste is hard to predict and I would not want to venture an opinion at this time as to how many millions of the general reading public will become so excited over the reviews that they will swarm to the bookstands to purchase this absorbing romance of compatibility, incompatibility, vertical interlace, synchronizing pulses, threshold flicker, decay phosphors, dichroic mirrors, line crawl, jitter, mixed highs, sampling frequencies, two-way filters, mis-registration and dot sequential.

"I doubt if this report will ever achieve the immortality of such a timeless classic as, say 'The Anatomy of Melancholy'.

"On the other hand I have had quite a number of people in the television industry tell me that once they picked up this narrative they just couldn't lay it down until they finished it. And some have even gone further and told me that this report gave them a lump in their throat and tugged at their heart strings.

"They said they hadn't been so touched since 'East Lynne'.

"Of course, all the comments haven't been that laudatory. We Commissioners of the FCC are all shy, sensitive, struggling literary artists and we pick up each book review with mingled feelings of anticipation and trepidation.

"A reviewer for TIME Magazine, for example, referred to our literary effort as 'an enigma wrapped in federalese and tied with red tape'. We were crushed and we had about decided to abandon our literary career when we saw what they had to say a few pages later about another young, shy, sensitive, struggling author -- Ernest Hemingway. They said that his latest effort, 'Across the River and Under the Trees', had given his admirers 'nothing to cheer about'.

"They said the famed Hemingway style was 'hardly more than a parody of itself', that the 'love scenes are rather embarrassing than beautiful' and that 'the language of love is forced and artificial'. Maybe Hemingway should have used federalese. Anyway we invite Brother Hemingway over to the Commission so we can console each other.

"And then our literary sensibilities were further wounded when The New York Times chided us for using semiclons. I thought they looked real elegant.

"Personally I am not too worried about these criticisms. Where would Gertrude Stein and James Joyce have gotten if they had used only plain, down-to-earth, everyday language?

"I leave the literary merits of this bestseller to the calm, detached judgment of history and I will turn now to an analysis of its technical aspects.

"First of all, please remember that the color problem is only one of many problems that we are considering in this lengthy television proceeding. This proceeding was started in the first place, you recall, because of reports of interference between stations in the present VHF band and because of the need for more stations than we could have in the VHF band. When we came to consider opening up the higher UHF band, we were promptly confronted with the problem of what to do about color. That was a 'now or never' problem. So we have this lengthy proceeding in which we have to decide not only color but interference, polycasting, stratovision, reservation for educational stations, etc.

"The color report is No. 1 of a series of reports that we will issue on various phases of the hearing.

"It is somewhat on the longish side but when you realize that it is based on 10,000 pages of testimony and 265 exhibits, you might call it a masterpiece of condensation -- a thumbnail sketch.

"These various phases of the hearing are of utmost importance to the welfare of the television industry. Only by achieving

a sound basis for VHF and UHF television can we insure that the American people will enjoy the best possible television service. Only by achieving these objectives can we insure that the television broadcasting and manufacturing industries can proceed to serve the people of the United States with assurance that no unnecessary technical obstacles will arise to plague them in the future."

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EDWIN PAULEY, HOFFMAN GROUP GET DON LEE NET FOR \$11,200,000

Public Administrator Ben Brown Monday (Oct. 9) in Los Angeles accepted an \$11,200,000 bid entered by a syndicate headed by oilman Edwin Pauley and radio manufacturer H. L. Hoffman for purchase of the Don Lee Radio-Television Network. Mr. Brown said the successful bid now is subject to approval by a probate court and the Federal Communications Commission.

The only other offer to purchase the network came from the First National Bank of Akron, Ohio, which reportedly was acting as trustee for the General Tire and Rubber Company employee retirement fund.

As public administrator, Mr. Brown put the West Coast properties up for sale to settle the estate of the late Thomas Lee, who committed suicide last January. Mr. Lee was the son of auto-radio magnate Don Lee, who founded the network.

Included in the Don Lee properties are radio stations in Hollywood, San Francisco, Dan Diego and Santa Barbara, a television station in Los Angeles and an FM station in Hollywood.

When the bid is considered in probate court, Mr. Brown said, the court must take into consideration any new bids submitted at the time. The new bids, however, must be at least 10 per cent greater than the syndicate offer.

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RTMA APPOINTS "TOWN MEETINGS" COMMITTEE

President Robert C. Sprague of the Radio-Television Manufacturers' Association this week named a fifteen-man "Town Meetings" Committee and reappointed Harry A. Ehle, Vice President of International Resistance Co., Chairman.

The RTMA Committee is currently conducting "Town Meetings" for television dealers and servicemen in television areas throughout the country. The program is being financed on a voluntary basis by TV set manufacturers.

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CHICAGO, DETROIT THEATRE PAID FOOTBALL TV AGAIN OFF

Once more a discouraging report has been received from Chicago and Detroit where several of the biggest theatres are experimenting with box office theatre football television.

The following report was received from Chicago:

"Last Saturday, October 7th, theatre television was again put on at the State-Lake and Tivoli Theaters in Chicago and the Michigan Theater in Detroit. The two Chicago theaters had the Wisconsin-Illinois game. Detroit had the Michigan-Dartmouth game. Both are major football games. The Chicago State-Lake has a capacity of 3,000. They had excellent ballyhoo and produced a reasonably good delayed television picture using intermediate film which delayed it forty seconds. State-Lake had an audience of approximately 1,500. Tivoli Theater, which is not downtown in Chicago, with a seating capacity of 3,400 had an audience of approximately 750. At the Tivoli direct TV projection was used.

"In Detroit the Michigan Theater showing the Michigan-Dartmouth game, with a seating capacity of 4,027 had an audience of approximately 1,500 of which 180 were young people from Ann Arbor, Michigan, to liven the cheering. These youngsters were admitted free. The day was raining in Chicago. I don't know how the weather was in Detroit."

On the Saturday before (Sept. 30), the State-Lake, one of Paramount's best known downtown Loop theatres, broadcast the game between Illinois and Ohio football teams. Also the same game was broadcast by the Tivoli. Attendance at the Tivoli was only 600 though its capacity is 3,400. Mr. Wolters estimated on that same afternoon that an audience of 35,000,000 saw the contest between Notre Dame and North Carolina as telecast free by WGN-TV, Chicago, and the Dumont network.

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MACY EARNINGS DROP ATTRIBUTED TO TV HIGH COST

The annual report of R. H. Macy & Co., Inc., and subsidiaries for the year ended on July 29, 1950, released October 10th by Jack I. Straus, President, showed that net profit was 5 per cent less than the earnings of the previous fiscal year, although net sales increased 4 per cent over sales of the previous year.

Mr. Straus said that earnings were adversely affected by the unfavorable results of General Teleradio, Inc., the corporation's radio and television subsidiary, because of the cost of television operations at this stage of its development - the profit also was held down by the high operating costs of recently expanded divisions in Atlanta, Kansas City and San Francisco in the initial stage of their expansion.

Earnings were favorably affected by a \$500,000 reduction in Federal income taxes resulting mainly from a decision on taxes of previous years. Income also was lifted by profit accruing from the sale of Station WOIC in Washington, D.C., and by reduction in pension costs.

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"SKIATRON" ASKS FCC PERMISSION TO TEST BOX OFFICE TV

A letter was received by the Federal Communications Commission Tuesday (Oct. 10) from J. R. Poppele in charge of engineering of WOR-TV asking permission to begin transmitting test signals yesterday in connection with a new system known as "Skiatron Subscriber Vision" to be carried by WOR-TV weekdays and Sunday mornings between 8 and 10 o'clock thereafter when the station is not broadcasting regular programs or test patterns on Channel 9.

The tests are being set up for observation later by the Federal Communications Commission, Mr. Poppele explained, but if anyone from the FCC happened to be passing in the meantime, he would be glad to have him drop in and look the project over. Television receivers will not intercept the deliberately scrambled video without a special plug-in "decoder" not yet available to the public. The tests will in no way interfere with regular programs of WOR-TV, according to Mr. Poppele.

Scrambling and unscrambling of the signal is performed entirely by radio, and does not involve the use of telephone lines or other electrical connections. The system is a method for providing a special television service for "paying customers", a representative of the Skiatron Electronic and Television Corporation explained.

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McCONNELL, DENNY, KEYNOTERS AT NBC CONVENTION

The three-day annual convention of the National Broadcasting Company and its affiliates, October 18-20 at the Greenbrier Hotel, White Sulphur Springs, West Virginia, will be attended by more than 400 broadcasters, NBC announced last week.

Niles Trammell, NBC Chairman of the Board, will open the business sessions, all of which will be closed to all but network and station personnel, on October 18th at 10:30 A. M. Joseph H. McConnell, NBC President, will deliver the keynote address, to be followed by a report of Clair McCollough, President and General Manager of the Steinman stations, and Chairman of the NBC Stations Planning and Advisory Committee.

Further talks to be made on the first day of the meeting - devoted to radio - will include one by Charles R. Denny, Executive Vice President, who has been heading the radio network of NBC pending the appointment of a Vice-President in charge of that department.

Sylvester L. (Pat) Weaver, Jr., NBC Vice President in charge of Television, will deliver the principal address on Tuesday, a day set aside to discuss television. Mr. Weaver will be followed by several NBC-TV executives.

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THOMAS THOUGHT RADIO TEMPORARY; PALEY APPARENTLY NOT TOO SURE

Lowell Thomas celebrated his twentieth anniversary on the air recently by exchanging reminiscences at the opening of his broadcast with the man who brought him into radio, William S. Paley, Chairman of the Board of Directors of the Columbia Broadcasting System.

Mr. Paley presented Mr. Thomas on the latter's own regular CBS 6:45-7:00 P.M. EST, news broadcast, the oldest news program on the air in terms of consecutive years in the same time period. The CBS Board Chairman, just before the broadcast, presented Mr. Thomas with a china 20th anniversary symbol, a rare Chinese fruit bowl of the 1760 period, decorated with English trading post scenes.

Mr. Paley said, "Twenty years ago at this same hour, Lowell Thomas gave his first news broadcast."

Mr. Thomas responded, "On this my twentieth anniversary, I can't help but recall that you were the one that got me into it. You started me off. It was you who actually introduced me to radio."

"I hadn't any idea what I was getting into", Mr. Thomas continued. "You simply asked me to give an impromptu chat that day, talk about strange countries, odd adventures, and not to question the reason for your request. The curious thing is that it wasn't until later that I learned that I had been auditioned, that I was actually speaking privately over a piped line to the Literary Digest editors and managers, for in another room, you had those editors listening at the loudspeaker without my knowing it. At that time they wanted someone to take the place of my old colleague, Floyd Gibbons. Floyd had been doing a news program for them and he was leaving, off to some distant land, and they had asked you to suggest prospects, and I was one that you had turned up."

"Well, I've never had cause to be sorry and I hope you haven't either", said Mr. Paley. "It would be hard to imagine radio without you these fateful twenty years. But I don't suppose, Lowell, that when you accepted you had any idea of going on for so long."

"Well, frankly, Bill", said Mr. Thomas, "I hadn't the foggiest notion of what was going to happen. I simply thought that radio news would be a temporary thing, a short experience. I wanted to go on traveling, wanted to go on with exploration. I never thought that I would be able to combine that with broadcasting the news. Yet, even last year, I managed to get off on a trip and I made the journey that I had wanted to make most of all, into Tibet, to the forbidden city of Lhasa. And, fortunately, I didn't have to say good-bye to radio in order to do it. Travel, exploration will always intrigue me. But radio will also. At any rate, here I am still at it 20 years later, and I hope I will be for some time to come."

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FCC JACKS UP LICENSEES ON SPONSORED AND POLITICAL BROADCASTS

It has recently come to the attention of the Federal Communications Commission that a number of station licensees have failed to comply with the mandate of Section 317 of the Communications Act of 1934 and the Commission's Rules and Regulations promulgated pursuant thereto in that station announcements of sponsored programs have been made in which the sponsor or his product have been identified by a name merely descriptive of the company doing business or the brand name of the product advertised. In order to enlist the cooperation of station licensees in correcting this situation, the instant notice has been issued.

Section 317 of the Act reads as follows:

"All matter broadcast by any radio station for which service, money, or any other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by, the station so broadcasting, from any person, shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person."

Although the statute does not specify the exact language of the required announcement, its plain intent is to prevent a fraud being perpetrated on the listening public by letting the public know the people with whom they are dealing. Therefore, reference must be made to the sponsor or his product in such manner as to indicate clearly not only that the program is paid for, but also the identity of the sponsor. This is particularly true in the case of direct radio sales messages where it is obviously important that the prospective purchaser be informed of the name of the company from which it is buying the merchandise or the manufacturer of the goods.

It is also pertinent to point out, says the FCC Public Bulletin, that Sections 3.189(b), 3.289(b), 3.689(b) and 3.789(b) of the main Section 317, applies with equal force to political broadcasts.

The attention of station licensees is called to the requirements of the Act and the Commission's Rules for the making of adequate announcements when political broadcasts are made. The announcements that must be made in this and other like situations will, of course, depend on the particular facts in each case but appropriate steps should be taken to comply with the spirit as well as the letter of the Act and the Rules in order that the listening public will be fully and fairly given the information required by the Act and the Rules.

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TV "CONVENTIONS" SEEN ON INCREASE

A radical change in the method of holding private sales conferences will result if a prediction made last week by Comdr. Mortimer W. Loewi, Director of the Du Mont Television Network Division of Allen B. Du Mont Laboratories, Inc., becomes reality. Commander Loewi forecast a considerable growth in the use of "closed-circuit" television for the purpose of conducting such conferences, according to James J. Nagle, The New York Times.

His prediction followed the successful results achieved recently by Schenley Distributors, Inc., in an eighteen-city network conference. A total of 3,200 salesmen and wholesale representatives in those areas, without leaving their localities, simultaneously heard and saw David Bunim, President of the company, discuss selling strategy for the year ahead.

Besides these 3,200 representatives, an additional 1,700 will view the proceedings by transcription in twenty-five other cities during the balance of this month.

DuMont, said Commander Loewi, already has had queries from more than forty national organizations about the system. Companies represented include those in the food, oil, automotive and other fields.

Such meetings, he pointed out, eliminate the need for large numbers of the company's sales representatives to travel to a central point. This saves time and expense for both the men and the company. In addition, this type of meeting would be invaluable in the event of any Government ban or limitation on conventions or train travel, as was experienced during World War II, he added.

"Closed-circuit television", he continued, "opens a new era for the sales manager. It puts a company's top executives in contact with sales representatives in regions hundreds of miles apart. It also permits instant transmission of top management policies and programs to key personnel in territories throughout the country. Sales meetings of thousands of company representatives can be held as secretly as a Directors' meeting in a locked Board room."

Commander Loewi said the actual dollar savings for large industrial and commercial enterprises are hard to estimate exactly, but bringing men together at one location may cost from \$5,000 to \$100,000, depending upon the scope of the meeting. The time and money lost by executives while away from their jobs, traveling back and forth to numerous conferences, cannot be calculated, he added.

Mr. Bunim, Schenley's President, said he had received many enthusiastic comments from members of the company's sales staff throughout the areas covered. A number said there was no restlessness or boredom in the audiences and expressed the hope that many such meetings would be held in the future. The Schenley closed-circuit program lasted 90 minutes. There were 1,150 "cues" or changes of scene during the program and records were set in the number of stations participating in the conference.

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NEED OF GOOD TEST EQUIPMENT FOR TV SERVICING STRESSED

TV servicemen like TV manufacturers must learn how to use test instruments properly if they are to get the best results in the least time, Ralph R. Shields, engineer for Sylvania Electric Products, Inc., said in an address at the Philadelphia Radio Servicemen's Association Convention.

"In factories producing more and more lower-priced TV sets of better quality", Mr. Shields said, "the answer is good test equipment. Good test equipment first proved its worth in engineering departments, later in production lines. The manufacturer's objective is the same as that of the TV serviceman, to satisfy the customer with the best results in the least time, every time. Good test equipment assures the TV service technician with similar results just as it does in the factory, and profitably as well."

Mr. Shields said that the use of proper test equipment combined with good techniques reduces time required for TV servicing, increases the servicemen's profit and assures customer satisfaction. But he warned that good techniques are usually acquired over a period of time in actual practice at a service bench. Cost of equipment required, according to Mr. Shields, amounts to a moderate investment for increasing the amount of better servicing completed in less time to provide a good income for the servicemen.

Touching on some of the problems facing TV servicemen, he cited the fact that the uninitiated may get the impression that TV test equipment represents a "magical group of devices, which upon being placed close to a defective TV receiver, will reach out and fix it." He said that this, of course, was not so but that the best TV set performance does require the use of reliable test equipments of good quality to demonstrate just what is happening in many complicated TV circuits.

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SEN. JOHNSON'S ROME VISIT AROUSES ITALIAN MOVIE PEOPLE

The whole of the Italian motion-picture industry and most of its "hangers on" have been mobilized to express disapproval of United States Senator Edwin C. Johnson of Colorado, Chairman of the Senate Foreign and Interstate Commerce Committee, who is described as "an enemy of Italian moving-picture production". He arrived Monday, Oct. 9, for a two-day stay from Athens with a group of thirty-five prominent Americans whom Trans World Airlines, Inc., is taking on a swing around Europe.

Senator Johnson is enemy Number One of the Italian film industry, not so much for the remarks he made in the Senate about Director Roberto Rossellini, as for his bill regulating the importation of foreign films into America, which is regarded in Rome as an underhanded attempt to exclude the whole of the Italian movie production from the American market.

The Union of Motion Picture Workers has instructed all its members to "abstain from having any personal contacts" with Senator Johnson and to "desert any and all public manifestations at which he is present".

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HIGH COURT SEEKS BETTER ACOUSTICS; ALSO HOUSE OF COMMONS

The Supreme Court of the United States has taken a tentative step towards wiring itself for sound. Likewise word has been received that excellent acoustical conditions have been achieved in the new debating chamber of the British House of Commons.

For years justices at the far ends of the long Supreme Court bench have had trouble hearing lawyers and their fellow justices. Last term a three-justice committee was set up to do something about the court's acoustics. Justice Black, the Chairman, sits close to the middle of the bench, but Justices Clark and Minton, the other members, are at the far left and right.

At the Committee's order, a New York electronics firm tried out a speaker on the lawyers' lecturn in front of the bench with loud speakers perched on either side of the courtroom. Tests will include microphones at each justice's place on the bench.

But even if a new system is worked out (and a new curved court bench also is under consideration) Congress would have to appropriate the money to pay for it. That would mean it couldn't be ready for use until about a year from now.

The new House of Commons debating chamber which has been built to replace the one destroyed by a German bomb on the night of May 10, 1941, will be opened by His Majesty the King on Thursday, October 26. In a special BBC broadcast in the three days immediately preceding the opening, the story of the new House will be told by some of the people who have been directly concerned with the rebuilding, and also by well-known Parliamentary figures.

The new debating chamber will retain the intimacy of the old chamber, whose debates have been described by Mr. Churchill as "formal conversation". In the old relatively small and sometimes over-crowded chamber social contacts made for tolerance and friendliness. The floor of the new House has exactly the same dimensions as the old, and much that is traditional in style remains. The changes are mainly in the enlarged and more comfortable seating accommodation and in the improved heating, lighting as well as acoustic facilities. It has been the architect's aim to keep "heads cool and feet warm in conditions conducive to alertness".

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FCC WARNS OLD SALTS ON SALTY RADIO TALK

The Federal Communications Commission on Monday, October 9, warned operators of small fishing boats along the North Atlantic seaboard against the use of profane language on their ship-to-shore and ship-to-ship radios.

Walter Butterworth, Chief engineer in charge of the FCC New England district, told the operators that unless they cooperated the Commission would be forced to take criminal action against violators.

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PHILADELPHIA ORDERS CIVILIAN DEFENSE EMERGENCY RADIO

Stepping up civilian defense plans, the City of Philadelphia has awarded the Radio Corporation of America a contract calling for early delivery of 150 mobile two-way radio communication units and station installations for the Philadelphia Fire Department.

The contract calls for two complete radio stations, one to be installed in City Hall, with antenna mounted atop the Penn statue, the other to be installed at 46th and Market Streets in a new building being built for radio facilities and as a radio repair shop. A two-foot antenna tower will transmit messages from the West Philadelphia site.

Each of the two transmitting and receiving headquarters stations will be provided by RCA with two 250-watt transmitters, six station receivers, two custom-built consoles, and specially constructed glass-door cabinets containing elaborate automatic switching controls, providing complete control of all transmitters and receivers from either or both stations.

In addition, 150 complete 30-watt high-frequency FM transmitter and receiver units will be installed in fire engines, pumpers, fire chiefs' cars, and other motorized equipment of the Fire Department. The equipment is the latest RCA Super Carfone Model for operation in the 150-174 megacycle band.

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A. H. OLDER, RADIO, FILM CORRESPONDENT, POLIO FATALITY

Andrew H. Older, 33 years old, a former assistant to Drew Pearson, and Washington correspondent for the Hollywood Reporter, Film Daily, Radio Daily, and Box Office Magazine, became the seventh polio fatality in Washington, D. C., when he died last Saturday (Oct. 7) in Gallinger Hospital.

Mr. Older was stricken with the bulbar type polio while at work the Wednesday before. According to Mrs. Older, her husband called home Wednesday to tell Mrs. Ray Goldstein, his mother-in-law, that although he felt ill, he would be guest speaker on a radio program at 5 P.M. Within half an hour, however, Mrs. Older said, he drove home and went to bed with a slight temperature.

"It looked just like a virus infection", Mrs. Older said.

Friday at 3:30 P.M., Dr. Irving Schulan called an ambulance to take Mr. Older to Gallinger. At midnight he developed pneumonia. The next day, however, Mr. Older appeared improved.

"At 8:30 P.M. Saturday the doctors put him in an iron lung to rest him", Mrs. Older said. "I yelled at him above the lung's motor, that he should be frightened, that he was put in the lung to rest. But at 11:30 P.M. he was dead.

A native of Hartford, Conn., Mr. Older was graduated with an A.B. degree from Trinity College there in 1937. He published a magazine in Hartford prior to coming to Washington in 1940. He was with Drew Pearson from 1944 to 1947.

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CBS-TV TO EXPAND DAYTIME NETWORK PROGRAM SCHEDULE OCT. 16

A new and expanded CBS Television Network daytime schedule, starting at 1:30 P.M., EST, on weekdays, will be inaugurated on Monday, Oct. 16, it was announced today by Hubbell Robinson, Jr., CBS Vice President in Charge of Network Programs.

In announcing the new schedule, which will add two hours daily to network programming, Mr. Robinson underscored the fact that it is aimed at exhibiting three important TV ingredients - high entertainment values, the characteristic informality of the medium, and variety.

"The programs that will make up CBS-TV's new and expanded weekday network schedule provide a wide variety of entertainment", Mr. Robinson said. "They are varied enough to keep early viewers watching program after program, and varied enough to attract a steady stream of new viewers throughout the afternoon."

Two of CBS' top personalities, Garry Moore and Robert Q. Lewis, will be spotlighted in five-a-week, full-hour comedy-variety shows when the network launches its new schedule on Oct. 16.

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JOHN WEST TAKES OVER NBC'S WESTERN DIVISION NOV. 1

John K. West begins his new duties November 1st as Vice-President in Charge of the Western Division of the National Broadcasting Company, with headquarters in Hollywood. Mr. West, who has been Vice President in Charge of Public Relations of the RCA Victor Division of the Radio Corporation of America, was elected to his new post at a meeting of the Board of Directors Friday, October 6th. He succeeds Sidney N. Strotz who recently resigned.

"We are delighted to be able to obtain the services of Mr. West", said Joseph H. McConnell, President of NBC. "Mr. West has an outstanding record of achievement in the field of public and artist relations as well as in promotion and advertising. It was Mr. West who conceived, organized and directed the recent nationwide tour of Maestro Arturo Toscanini and the NBC Symphony which achieved spectacular success and which has been acclaimed by experts as one of the greatest public relations events of recent years. His affiliation with NBC will bring his unusual abilities and experience to our West Coast operations and will add new impetus to their present widespread expansion in both sound broadcasting and television broadcasting."

Mr. West has been engaged in sales, advertising and public relations for RCA Victor since 1930.

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

Chicago Great City Water Mystery Solved
("The Chicago Tribune")

At 10:15 P.M. Sept.27, the water pressure in the city's 12 water pumping stations dropped sharply. The range varied from 33 to 30 pounds at the Central Park Ave. station to an 18 pound drop - from 42 to 24 pounds - at the Lakeview station.

The sudden drop aroused the interest of Public Works Commissioner Hewitt and he assigned his staff of engineers to find the cause.

Yesterday J. B. Eddy, Chief Engineer of the Water Pipe Extension Division, came up with the solution. at 10:15 on the night of Sept. 27 the Louis-Charles heavy-weight boxing match ended and thousands of persons who had been watching television broadcasts or listening to radio accounts of the fight got up to take a drink (water), start a bath, or use water for other purposes.

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Mrs. Roosevelt's Newest Broadcast Assignment
("Variety")

Under terms of the five-year contract signed by WNBC, NBC station in New York, for her five-times-a-week commentary show, Mrs. Eleanor Roosevelt is guaranteed \$1,500 a week, with graduated income based on number of participating sponsors. Since show will also be syndicated to the web's other o.&o. stations, she'll also share in that aspect of the sponsorship.

Another unusual deal engineered by Ted Cott, WNBC General Manager, gives the sponsors a "personal endorsement" supplementary tie-in permitting them to use Mrs. Roosevelt's picture and plug in their other advertising media.

Mrs. Roosevelt tees off in the 12:30 to 1:15 P.M. slot, Monday-through-Friday, on Oct. 11. That's her 66th birthday and for all the occasion, station plans to air celebration festivities. (That 66 on the dial (station number) provides station with some added promotion fodder).

Mrs. Roosevelt will not do the commercials on her show, which replaces the Mary Margaret McBride program, which switches over to WJZ, N.Y., taking along her 19 clients with approximate billing of \$450,000. Plugs, instead, will be handled by her "packager", son Elliott Roosevelt, who also packages his mother's Sunday afternoon TV show on NBC.

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Acheson Uses TV In His Business
("Drew Pearson")

Acheson is probably the first Secretary of State to use television in his official business. When he is in Washington and when Ambassador Warren Austin is waging tough forensic battle with Soviet Delegate Malik before the Security Council in New York, the Secretary sits before his television set to watch the performance.

Beside his chair, as he watches his Ambassador at Lake Success, is an open telephone line direct to Warren. And, as Warren debates with the Soviet delegate, the Secretary picks up the phone to suggest new answers to the stream of Russian abuse.

There was a time when an exchange of diplomatic notes between the United States and a foreign country required six weeks to two months. They had to be taken across the Atlantic by clipper ship. Later, the time of exchange was narrowed to a couple of days. But now, with television, it's instantaneous.

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WCFM, Washington Co-op, Gets Over
(Sidney Feldman in "The New York Times")

For almost two years WCFM, Washington's cooperative FM radio station, has been endeavoring to carry out its "mission" as a channel for democratic expression, good taste in music, and integrity in advertising.

The station was inaugurated in the Fall of 1948, the high tide of FM radio, when newcomers were welcomed as the best hope for revitalizing jaded AM radio. Feeling that "the future belongs to FM", a small and enthusiastic committee of amateurs representing twenty-one cooperative and civic groups ventured into the unknown ether.

They sought a magnified community voice for groups including citizens' associations, women's clubs, P.T.A.'s, churches, labor unions, educational organizations and social agencies. The Potomac Cooperative Federation was selected to organize the station as a consumers' cooperative under District of Columbia laws, because it had the most business experience and underwrote a substantial amount of the capital needed.

Outstanding common stock of WCFM can be held only by consumer cooperatives in the Washington area, which altogether have from 30,000 to 40,000 members sharing ownership. Revised by-laws give the initiative in WCFM affairs to preferred stockholders subject only to a veto by common stockholders. This precaution serves against "capture" of the station by any group not sympathetic with cooperative principles.

Almost 3,000 individuals responded to the prospectus which asked, "Have you ever thought of owning a radio station?" Owners of WCFM preferred stock include John Dewey, educator; Leon Henderson, former OPA administrator; Representatives Adolph Sabath of Illinois, and Richard Bolling of Missouri, and others.

Many stockholders in outlying areas originally could not listen to their own station, but that condition was remedied when WCFM became the hub of a network of stations in areas from which came much of its financial backing. In June, 1949, the station began broadcasting its commentators to stations on both coasts. These veteran observers in the nation's capital include Marquis Childs, featured columnist; Mrs. Raymond Clapper, widow of the journalist; Robert Nathan, economist and former War Production Board member; B. S. Bercovici, columnist and lecturer and Joseph C. Harsch, chief of "The Christian Science Monitor", Washington news bureau.

Their programs, bringing a fresh, liberal viewpoint to radio, are piped by special wire to WFDR-FM, New York and brought by tape recordings to WVUN, Chattanooga, and KFMV, Los Angeles, all

(Continued on Page 16)

::: TRADE NOTES :::

The American Cable & Radio Corporation and subsidiaries reported last week a consolidated net profit of \$118,913 for the eight months ended August 31, 1950 as compared with a deficit of \$460,916 for the comparable period of 1949.

Results of operations during the months of July and August, 1950, showed net profits of \$226,968 and \$362,432, respectively, as compared with deficits of \$257,509 and \$131,975 during the same months in 1949.

NPA Administrator William H. Harrison last week announced the appointment of Glen Ireland as an Assistant to the Administrator. Mr. Ireland has been granted a leave of absence from his post as Vice President and General Manager of the Pacific Telephone and Telegraph Company, Northern California and Nevada Area.

A native of Iowa, Mr. Ireland was associated with the American Telephone and Telegraph Company of New York City, serving in various engineering capacities. Mr. Ireland was elected Vice President of the Pacific Telephone and Telegraph Company on January 1, 1947, in charge of revenue requirements and regulatory matters.

The Frederick W. Ziv Co. of Cincinnati, Ohio, last week sued Representative O'Konski (R), of Wisconsin for \$17,790 on the complaint that he failed to pay for transcribed radio programs purchased by his radio station. The Ziv Co. makes and sells records for use by stations.

Curtis A. Haines, formerly General Manager of the Photo-flash Division has been appointed General Manager of operations for the Radio Tube Division and the Television Picture Tube Division of Sylvania Electric Products, Inc.

Mr. Haines joined the factory engineering staff of Sylvania Electric at Salem, Mass. in 1929 and in 1941 was appointed manufacturing superintendent for the Company's Salem radio tube plant. During World War II he served as general manufacturing manager of Sylvania's proximity fuze tube operations.

Raytheon Manufacturing Company, manufacturer of electronic equipment and television sets, reported Tuesday (Oct. 10) that net sales for the quarter ended Aug. 31, 1950, increased approximately 50 per cent over the corresponding quarter a year earlier, and that as a consequence the company operated at a profit, contrasted with a loss for the August, 1949, quarter.

Net income for the August quarter amounted to \$568,885, equal to 29 cents a share on 1,736,753 common shares. This compares with a loss of \$546,774 for the similar quarter of the previous fiscal year.

Sales totaled \$17,834,124 for the latest quarter, compared with \$9,003,700 a year earlier.

The reports stated that the company had leased a plant with 15,000 square feet of space at Quincy, Mass., for the production of electronic tubes.

Cecil & Presbrey, Inc., advertising agency, in a reorganization of its television staff, has named J. Frank Gilday Director of Television. He will be assisted by Leo M. Langlois, formerly with Campbell-Ewald Co., Inc., who will serve as executive producer. William Patterson, former Columbia Broadcasting System Director, becomes production supervisor, and Joseph Lamneck will be in charge of commercial production.

Carl E. Scholz has been appointed Vice President and Chief Engineer of All America Cables and Radio, Inc., and The Commercial Cable Company.

A graduate of Stanford University, Mr. Scholz has been associated with the I.T. & T. system and its affiliated companies since May, 1917. Mr. Scholz has been a Vice President and Director of Mackay Radio and Telegraph Company since 1945 and 1948, respectively, and in February of this year was appointed Vice President and Chief Engineer, in charge of Mackay's engineering and plant department.

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(Continued from Page 14 - WCFM, Washington Co-op. Gets Over)

three stations operated by the International Ladies' Garment Workers' Union. In the Midwest these tape-recorded programs are transmitted by WDET, Detroit, and WCUO, Cleveland, both FM and operated by the United Auto Workers, and sometimes by WRFD, Worthington, Ohio, backed by Ohio Farm Bureau cooperatives. Included in the network are two privately owned commercial stations, WINX-AM, Washington, and WHAT-AM and FM, Philadelphia.

In covering the national scene, WCFM has carried two exclusive off-the-cuff talks by President Truman, as well as his talk and that by Secretary of State Acheson at the American Newspaper Guild convention in Washington last June. It also has broadcast talks by many Senators and Congressmen, labor leaders, foreign diplomats, United Nations officials and other national and international leaders.

Musically, WCFM has presented such diverse attractions as Sunday concerts from the National Gallery of Art, an informative and sophisticated, jazz show called "Hot House", and the classical "Music of the Nations" series, which was awarded second prize nationally by the Ohio State University Institute for Education by Radio. The station rules out both hillbilly music and singing commercials.

WCFM was among the 111 independent FM radio stations out of 114 which reported losses in 1949 to the Federal Communications Commission. Inflationary prices and incomplete capitalization largely are responsible for much of the station's financial condition. However, WCFM expected to lose money during its first two years on the air. Last November it was \$75,000 in the red, yet management is optimistic. Station income is growing steadily from advertisers, special transcription services and syndication of commentators' talks.

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No. 1943

October 18, 1950

RCA, NBC, PILOT ASK COURT TO BLOCK COLOR BROADCASTING BY CBS

Steps to combat the Federal Communications Commission's ruling favoring the Columbia Broadcasting System's color television method were taken yesterday (Oct. 17) in Federal Court by the Radio Corporation of America, National Broadcasting Company and RCA Victor Distributing Corporation, a wholly-owned subsidiary of RCA. A similar suit was filed by the Pilot Radio Corporation in Brooklyn

From Washington came word that the color controversy might go before Congress. Representative Robert Crosser (D), of Ohio, and Chairman of the House Interstate Commerce Committee, said he would present the issue to his Committee when Congress reconvenes November 27. The Committee has jurisdiction over the FCC.

In a complaint filed in United States District Court in Chicago, RCA, NBC and the RCA Victor Distributing Corporation declared that the FCC order of October 10 adopting the color television method promoted by the CBS will result in irreparable injury and damage to the public, which has more than two billion dollars invested in television sets, to the nation's television broadcasters with their huge investments, and to the television manufacturing and distributing industry.

The complaint charged that the Order is contrary to the public interest, is arbitrary and capricious, exceeds the legal authority of the Commission and is not supported by the evidence.

"The effect of the Order", said the complaint, "is to authorize the commercial broadcasting of color programs upon CBS standards to the exclusion of the commercial broadcasting of color programs on any other color television standards. Thus, commercial broadcasting in accordance with the RCA system is prohibited, although it, unlike the CBS system, is compatible and can be received on existing receivers without modification and with degradation of picture quality, and which can be broadcast by all television broadcasters without dilution of their audience.

"Although the Commission has no jurisdiction over television set manufacturers, the Commission sought to require that such manufacturers agree with the Commission to build all their black-and-white television receivers according to specifications laid down by the Commission. These specifications required extensive alterations in present production model receivers. The Commission stated to the television set manufacturers that if they did not agree so to build their sets the Commission would forthwith and finally adopt the CBS color system.

"The Order adopting the incompatible CBS color system impairs the advantages of compatibility now possessed by the RCA system. If the Order standardizing upon the CBS color system remains in effect and receivers capable of operating on those standards are sold, the existence of those receivers in the hands of the public will operate

as a deterrent to the adoption of the RCA system by the Commission at some future date."

Injury to the public, broadcasters and manufacturers, as a result of the FCC order, was emphasized in the complaint.

"Ten years having elapsed since the adoption of commercial television standards during which the public has invested approximately two billion dollars in television receivers", the complaint stated, "the Commission cannot consistently with its obligation to protect the public interest adopt a color system which is incompatible with the black-and-white system on which more than 30,000,000 of the public depend for their television service.

"The broadcasting of television programs on the CBS standards will deprive broadcasters of the television audience that has been gradually built up over a period of four years, to the irreparable injury of the television broadcast service, and will deprive the existing television audience of a part of the television broadcast service, to the irreparable injury of the public interest."

Declaring that the Order cannot be sustained, the Court was informed that the Commission's staff engineer, who took the most active role throughout the hearing on behalf of the Commission's technical staff and who is in charge of the Commission's laboratory which tested the various color systems, invented a device usable only in the CBS system and applied for a patent thereon."

The suit said that because a majority of the Commission has no engineering background, the FCC decision, in large part, rested upon the engineer's advice. RCA said the engineer denied having financial interest in the device. However, RCA contended, his professional prestige and reputation were staked on the CBS plan.

The complaint pointed out that RCA and NBC have a present investment of approximately \$100,000,000 in television. It was not until 1941, however, that the Commission first set standards for commercial operation of black-and-white television as a service to the public.

"The adoption of the incompatible CBS color television system will impede the future growth of the television industry upon which RCA and NBC, with all other television manufacturers and broadcasters, depend. It will as well imperil the employment of the more than 30,000 people RCA and NBC employ in television manufacture, but also the hundreds of thousands employed throughout the television industry."

The complaint reminded the Court that the Commission's "First Report on Color Television", issued on September 1, shows that the Commission was not satisfied with the incompatible CBS system. There are many instances, it pointed out, in which the Commission stated that it desired more information with respect to defects of the incompatible system and the Commission's description of this system is in terms of "adequacy" rather than in terms of "high-quality performance."

"With minor exceptions", the complaint continued, "those of the television manufacturing industry who submitted comments with respect to said Second Notice stated that to change their production of black-and-white receivers so as to accept the proposed standards was impractical, unnecessarily costly to the public, and could not be done in accordance with the time schedule set forth in the Second Notice."

RCA comments submitted to the FCC pointed out the fact that the Commission's proposal to adopt an incompatible system was based on scientifically incorrect conclusions, was at variance with the evidence submitted at the hearings, and was contrary to the public interest, convenience and necessity, the complaint affirmed, adding:

"In addition, the comments directed the Commission's attention to certain readily available information of controlling significance which the Commission failed to consider although it had the duty to do so before reaching a final decision. This is particularly true in view of the fact that the Commission's Report showed that it did not understand various aspects of the RCA system."

The complaint declared the FCC's Order to be "illegal, void and beyond the power, authority and jurisdiction of the Federal Communications Commission."

The Pilot Radio Corporation of Long Island City, N.Y., longtime manufacturer of radio sets and pioneer in television, filed their suit in the Brooklyn courts. Pilot said the color ruling had brought cancellations of orders for sets and that the firm and its dealers "find themselves burdened with a large stock of black and white television sets which have been rendered unsalable. . ."

Both manufacturers attacked the incompatibility of the CBS system colorcasts as not being able to be received even in black and white unless they are specially adapted sets.

The Pilot company charged the FCC order was "beyond the lawful authority of the Commission and in violation of the legal rights of the plaintiff".

The suit charged the FCC order made all present television receivers obsolete and halted TV progress because the adapters and converters necessary for the CBS system could not be used on sets with a tube larger than 12 $\frac{1}{2}$ inches. The public demand is for larger tubes, the suit said.

Two executives of the Crosley Broadcasting Corporation, speaking at Boston and Cleveland meetings, strongly criticized the FCC for its decision. In Cleveland, James D. Shouse, Chairman of the Board of the Crosley organization charged the FCC order will cost the American public \$500,000,000 to convert their present black and white sets to receive CBS color both in color and/or black and white.

In Boston, Crosley executive John W. Craig called the CBS system "impractical". He said that whenever color telecasting does come into general use, including the CBS system, the bulk of TV programming will continue to be in black and white on exactly the same standards "as we have today".

SET MAKERS DEMAND EQUAL TIME TO ANSWER STANTON COLOR CHARGES

A concluding snapper in the meeting of the Television Committee of the Radio-Television Manufacturers' Association in New York Tuesday (Oct. 17) was Robert C. Sprague, President, wiring Frank Stanton, President of the Columbia Broadcasting System, and asking for time on the CBS radio network to answer Mr. Stanton's broadcast of last Sunday night. Mr. Sprague's wire read:

"In accordance with broadcasting regulations and traditions calling for equal time on both sides of controversial public issues, RTMA requests 15 minutes between 6:00 and 6:30 P.M. Sunday, October 22, on CBS radio network for rebuttal to attacks on television manufacturers made by you last Sunday."

Mr. Stanton warned the public Sunday night to buy new television sets only if the manufacturers gave positive assurances that the receivers could be converted to the new CBS color system.

Speaking over the CBS network at 6 o'clock, Mr. Stanton accused many manufacturers of trying deliberately to confuse the public "with beligerent and misleading statements".

The RTMA Television Committee reassured the public that in the opinion of the best informed men in the industry, black and white telecasting will continue for years to come and that TV sets may be bought with confidence that they will receive the most popular television programs.

A program designed to give the public "all the facts" about color television and the future of black and white television was approved at a meeting in the Roosevelt Hotel Monday by the committee under the chairmanship of Dr. W.R.G. Baker, Vice President of the General Electric Co., Syracuse, N.Y.

"In the opinion of RTMA set manufacturers", Dr. Baker said, "the growth of color television under the system approved presently by the Federal Communications Commission will be necessarily very slow.

"Set manufacturers are confident that a completely electronic color television system which will be compatible with present black and white sets will be developed by the industry's engineers in the relatively near future. And when this system is developed, color telecasts can be received in black and white on present sets without any extra set equipment or any receiver modifications."

Dr. Baker said that the Committee will establish a subcommittee to prepare factual information for presentation to the public and the trade in an effort to clear up the confusion created by a misunderstanding of technical issues and the circulation of misinformation.

"We are confident that once the public knows the facts", Dr. Baker said, "that it will have no hesitancy about continuing to buy black and white sets in large numbers while the industry works out the technical problems of future color television."

A thoroughly bewildered public was greeted by two full-page newspaper advertisements today (Wednesday, Oct. 18), the first of which was by the Tele-tone Radio Corporation captioned, "Here's how you can have color television with Tele-Tone 'Tele-color'", and reading in part as follows:

"Don't worry! Your investment is safe! You can have color with your Tele-tone set...Fast! Dependable! Low cost!

"Right this minute, the Tele-tone Corporation is speeding the mass production of a package converter called 'Tele-color' which will bring you Full Color reception on any Tele-tone Television set - past, present, or future.

"Deliveries start January 1st! You can buy any Tele-tone set you want today, knowing you'll be able to get color with it. So why not start today to enjoy the wonderful entertainment you get only on television? Go ahead and get your Tele-tone set now - you'll have color soon."

The second was a full page reply by Frank Stanton, President of the Columbia Broadcasting System, headed, "CBS Welcomes Tele-tone - The First Set Manufacturer to Bring You Color Television", which read:

"Last Wednesday, the Federal Communications Commission, acting in the interest of the public, authorized the CBS system for commercial color television broadcasting. Since then there has been confusion in the minds of many people about color television.

"On Sunday I went on the air to try and give answers to questions like: What does the CBS color system do to my present television set? When can I get color television programs? Should I buy a television set now - or should I wait?

"Now - one short week after the Commission's decision - one of America's progressive and responsible television set manufacturers has come up with another specific and practical method to provide the public constructive answers to these questions.

"The effect of his method is to say: You can have color television in your home in less than three months.

"If you are interested in television, I urge you to read his clear and specific announcement on page l2B of this paper."

There was also an ad by the Pilot Radio Corporation which read:

"Pilot Wants To Give You Color Television... But Not as a 'Flying Saucer'

"Pilot Radio Corporation is fighting for - not against - Color Television. But Pilot wants to give you simple, streamlined color TV. . . to protect you against unnecessary headaches and expense. And Pilot feels that the FCC is depriving you of satisfactory

color TV, by refusing the industry the additional time needed to make it available."

The ad showed a huge disc large enough to cover a cabinet size television set called a "converter" and a small "adapter" about the size of a small radio set as contrasted to Pilot's new 19" model showing how their complete color television receiver would look if the FCC gave the industry additional time to develop it. The "Converter" the ad pictured was a dummy, as well as the "adapter" but gave an idea of what a motor driven color disc would look like.

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N.Y. MUNICIPAL STATION WNYC SEEKS TELEVISION

On behalf of probably the first city in the world seeking to go into the television broadcasting business, Seymour N. Siegel, New York City's Director of Radio Communications and the city's radio station WNYC, is in Washington to ask the Federal Communications Commission to reserve a sufficient number of channels for the future establishment of municipal television stations operating on a non-profit basis and devoted to educational programs of public interest.

"You are authorized and instructed to attend any meetings and make such representations to the Federal Communications Commission as will carry out the intent of this letter", a letter from Acting Mayor Impellitteri to Mr. Siegel read.

After reviewing the "truly unique and outstanding" service given the city's nearly 8,000,000 inhabitants by WNYC and WNYC-FM the Mayor wrote that it would be "tragic" to deprive the city of the use of the new medium.

"Our operations in television would be far greater than they have been in radio, since we have developed new techniques that were not known to us in earlier days", the Mayor went on. "Moreover, since WNYC has always been handicapped because it could not operate during evening hours, we are hopeful that the same impediment will not be present in television.

"The almost limitless possibilities in television as a means of visual education for our schools as well as for our adult citizens have already been proven. While the contribution of special time to such civic and educational programs from commercial stations will always be welcome, that is by no means a substitute for the control of and presentation by the city of its own material. The city needs its own television station."

The Mayor made public also a letter to the Federal Communications Commission, requesting that Station WNYC be allowed to operate after 10 P.M. on Nov. 7, to make a complete broadcast of election returns. The letter declared that WNYC had received such permission for about twenty-four years until 1948 and 1949, when it was denied.

"Services such as these are too valuable to be lost because of complete inflexibility of Administrative rules", the Mayor wrote.

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McDONALD SMASHES \$350,000 BOOKIE RING IN ZENITH RADIO PLANT

Officials of the Zenith Radio Corporation in Chicago, who began an investigation several months ago when wives complained their husbands were gambling on the horses, Friday (Oct. 13) clamped down on bookie operations and plant gambling by firing an undisclosed number of employees who had acted as agents for bookmakers, and by bringing about the arrest of an outside news vendor who took bets.

"E. F. McDonald, Jr., President of the Corporation, who hired private detectives and directed the campaign to protect workers' earnings, said his investigation indicated employees in the Zenith plants at 6001 and 5801 Dickens Avenue had been contributing about \$354,000 a year to gambling operations", The Chicago Tribune reported.

"The blow was the first to be struck at a multimillion dollar gambling setup that operates in factories and offices in many sections of the city and county. Commander McDonald said Friday's action was the outgrowth of a letter sent him last April by a 'Committee of Wives to Stop Plant Gambling'. The wives complained much of their husbands' earnings went from their pay envelopes into the bookies' hands.

"The committee charged that \$2,000 was wagered daily by some of the plant's 5,097 workers and they asked management cooperation in clamping down on employees who fostered gambling by acting as bookie agents.

"Commander McDonald hired three private detectives who entered the plant as inspectors and studied all phases of the gambling operations. They learned the names of those who were taking bets and telephoning them to bookmakers.

"Eugene Raetz, President of the Zenith local, Independent Radionics Workers of America, and other union officials were consulted and approved of firing the gambling ringleaders."

The text of the letter to Commander McDonald from the wives' committee follows:

"You are guilty of tolerating a condition whereby employees are swindled of their earnings, upsetting their jobs and families, jeopardizing security, and contributing to the hoodlum element.

"The bookies and bookmakers are using plants throughout the city for their personal gains. News stands in front of and in factories are harboring a complete bookie system, with assistance by plant guards, use of telephones, and agents inside.

"Zenith radio plant supports six separate bookies; scratch sheets, and Racing News circulate through the plant. Employees spent, at Zenith, an estimated 1,000 hours daily doping horse sheets, making bets, phone calls, etc., at a cost to Zenith of \$10,000 weekly.

"We know the names of all agents and bookmakers at Zenith. They will receive a copy of this letter. We trust you do not need our assistance and will leave the matter entirely in your hands. We want our husbands to bring their checks home in the future."

"Ted Leitzell, public relations director for Zenith, said it will build a newsstand on its grounds to be operated by Harold Covington, 40, a war veteran who lost his sight in a hunting accident", the Tribune continued. "Covington will take over the stand with the understanding he will not sell scratch sheets and will not become involved in gambling, Leitzell said."

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WTUX, WILMINGTON, DEL., TO FIGHT FCC ORDER TO GET OFF AIR

Radio station WTUX in Wilmington, Del., has promised to fight in the courts an order for it to wind up its affairs and go off the air within 90 days because of 1948-49 horse racing broadcasts.

The Federal Communications Commission, which issued the order last week, said the programs assisted Wilmington bookmakers in their business and had been used by them to further illegal gambling operations.

The Commission took the action - first of its kind - despite notice from the station that it had cut out all racing broadcasts and cancelled its contract with Armstrong Publications, which sponsored the programs and supplied the station with race results by teletype.

FCC said these actions were "belated reforms", and that it had concluded, in spite of station denials, that racing information put on the air during the Fall of 1948 and the Spring of 1949 "was designed and intended to aid illegal gambling."

Gordon MacIntosh, President of WTUX, said the station will fight the FCC action through the courts "for it involves more than freedom of speech".

"The record in our case disproves all the charges against this station", MacIntosh declared. "Some outside opinion must have been read into the record for such an unjust decision to be rendered by the FCC. It is incredible that we should be condemned when approximately 100 radio and television stations are giving racing today."

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Radio broadcasting will figure largely in the defense of New York State in the event of bomb attack, it was stated by Gen. Lucius D. Clay, Chairman of the New York State Civil Defense Commission, in a letter to William Fay, Vice President and General Manager of broadcasting for Stromberg-Carlson Co. and Manager of WHAM, Rochester, N. Y.

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DAVID RAU IS NEW RCA COMMUNICATIONS ASST. V-P

Maj. Gen. H. C. Ingles, President of RCA Communications, Inc., in New York, has announced that the Board of Directors has elected David S. Rau as Assistant Vice President and Chief Engineer.

Mr. Rau, a graduate of the U. S. Naval Academy (as is Executive Vice President Thompson H. Mitchell of RCA Communications, Inc.) became a student engineer with RCA in 1922 and subsequently served at many of its radio stations and the New York office. His major field of activity until the advent of World War II was radio station design. Mr. Rau designed WRC, the original Radio Corporation broadcasting station in Washington, D. C.

During the war Mr. Rau (a Captain in the U. S. Naval Reserve) served on the staff of Rear Admiral Joseph R. Redman, wartime Director of Naval Communications, as head of the section concerned with cable and radio communication facilities. In this capacity he served on committees of the Board of War Communications and the Joint Communication Board of the Joint Chiefs of Staff.

Until this promotion, Mr. Rau has been Assistant to the Vice President in Charge of Engineering, Mr. Chester W. Latimer, to whom Mr. Rau will continue to report as Chief Engineer.

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PLANT PROTECTION GUIDES ISSUED BY NAB

As a result of the fact that considerable misunderstanding seems to have arisen concerning the procedure to be followed by broadcasters in securing plant protection and preventing sabotage, Justin Miller, President of the National Association of Broadcasters, has issued the following guides as ones which will secure effective action:

1. Do not approach your local FBI agent. He has no authority to act in response to your request for assistance.
2. Contact your local police departments.
3. Plant protection measures will be handled through your local police departments in cooperation with civilian defense organizations.
4. Prevention of sabotage will be handled through your local police departments. They will cooperate with the FBI in Washington through already well-established channels.
5. If for any reason a situation arises which requires action by your local FBI agent, he will approach you and indicate appropriate action on your part.

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COLUMBIA UNIVERSITY FINDS PRECEDENT FOR BREWERY MONEY FOR TV

Dean Carl W. Ackerman of the Columbia University Graduate School of Journalism, last night (Oct. 17) accepted on behalf of the school a \$100,000 contribution by the Joseph Schlitz Brewing Company, sponsors of a television series conceived at the school.

Erwin C. Uihlein, president of the brewing company, made the presentation at a dinner at the Pierre Hotel, New York City, preceding the premiere performance of the "Pulitzer Prize Playhouse" video series.

According to a spokesman for Young & Rubicam, Inc., advertising agency for Schlitz, contributions in like amounts would be made in the next two years if the company decided to continue the series.

"There is ample precedent for the Schlitz Brewing Company to act as sponsors for the 'Pulitzer Prize Playhouse'", said Dean Ackerman, who is also secretary of the Pulitzer Prize Advisory Board. "Vassar College was founded and endowed by Matthew Vassar, a Poughkeepsie brewer."

The contribution would be used, he said, "in furtherance of the educational, cultural and philanthropic objectives of the University and of its Graduate School of Journalism and in the advancement of the press, radio, television and other instrumentalities of communication."

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NEW TYPE DIAPHRAGM-TYPE MICROMANOMETER

A diaphragm-type micromanometer, which utilizes an electronic pick-up, has been developed recently at the National Bureau of Standards to measure differential pressures in the micron region. Constructed for use with a mass spectrometer, the micromanometer gives rapid, direct readings of pressure on a microammeter scale that can be calibrated directly in units of pressure. It is relatively insensitive to temperature changes, will operate in any position, and permits measurements that are totally independent of the type of gas or vapor being measured.

In the micromanometer, the metal "shield" is the diaphragm of the pressure cell itself. Radio-frequency current is fed into a primary coil and induces a voltage in a secondary coil, mounted just above the diaphragm. The form supporting the coils is mounted rigidly with respect to the fixed portion (the brass disk) of the cell. Mutual inductance between coils is therefore a function of diaphragm expansion and hence is indicative of gas pressure.

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GIFT TV SETS STALK JITTERY N.Y. COPS; EVEN O'DWYER QUESTIONED

If the question should be asked as to what the most tempting gift is at the moment, an answer might be, judging from the way the New York cops allegedly fell for it as revealed in the \$20,000,000 gaming inquiry, a free television set. And the higher they were, apparently the harder they fell.

It seems to be getting so now that if any "higher up" is suspected of connection with the million-dollar-a-year police protection payroll, the first evidence the investigators look for is a fancy television set, the favorite gift of Harry Gross, boss book-maker. In fact it has got to be such standard procedure that when former Mayor O'Dwyer, who returned to New York without being sent for, even he was not spared the embarrassing question.

"Did you ever receive a television or any other gift?" a newspaper man boldly asked him.

Mr. O'Dwyer's blue eyes were reported as going steely gray but he kept his temper.

"No", he replied with some emphasis.

Mr. O'Dwyer said he had come to New York to let his friends know that he had no knowledge of police-gambler relationships.

"If I had such knowledge", he said sternly, "I would have prosecuted it to the end. I had no knowledge of these disclosures."

Gift television sets began to appear in the picture prominently as early as Friday, October 6th, when raids were made on the homes of eight policemen where television sets given them as "gifts" by head gambler Gross were seized. The highest brass among these was Police Inspector Frederick Hofsaes, who resigned under fire and was the 21st policeman to resign since the gambling syndicate was exposed September 15th.

Asst. District Attorney Julius A. Helfand said Inspector Hofsaes is a police veteran of more than thirty-three years and had told a story concerning his television set that he considered to be "in glaring contempt of court".

Some time between Thanksgiving Day and Christmas, 1948, Inspector Hofsaes testified, according to Mr. Helfand, that a television set was delivered to his home at night when he was out. His daughter was at home and accepted the set, saw it installed and received a one year's service guarantee, although the Inspector admitted that he had never bought a set up to that time. Mr. Helfand made the point that the inspector when he got home did not call up the company that delivered it, the name and address of which was in the service contract "in clear language" nor did he notify the Police Department.

"We have definite, unimpeachable proof, by word of sworn testimony before the grand jury and by way of documentary evidence that the set was ordered by and paid for by Harry Gross, paid for by a notorious gambler and bookmaker", Mr. Helfand said.

The Assistant District Attorney said John Gilgan, a policeman attached to the Empire Boulevard Station testified to getting a television set - a console cabinet model - but that he didn't know where it came from despite the sending company's name on the service guarantee.

The inference was clear, Mr. Helfand said, that Gilgan was "selling" what he had learned in the course of his wiretapping to "Mike Aronson, associate of Harry Gross".

The prize television episode came to light when Kings County District Attorney, Miles F. McDonald, announced that his office had erred when it seized a television set in the home of a retired Inspector John E. Flynn in the Bronx. In the belief that it was one of eight sets that Harry Gross, Brooklyn bookmaker, had handed out to policemen as gifts, Mr. McDonald's men had taken the set in Mr. Flynn's absence on a search and seizure warrant.

Mr. Flynn himself corrected the error, it was learned, when he appeared before the grand jury with the Gross set and demanded the one that had been seized. The new one, he said, he had bought in a Queens store. Mr. McDonald willingly made an exchange.

Last Summer before Mr. O'Dwyer resigned as Mayor and was appointed Ambassador to Mexico, he had termed the inquiry a "witch-hunt". Last week O'Dwyer followed the Truman Marine Corps example, apologizing for the remark and saying he had "nothing but the highest compliments" for Mr. McDonald, the Brooklyn District Attorney who produced evidence of police-gambling tie-ups in New York five weeks ago.

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TIME BUYING CURBS TO BE REVIEWED SOON

Retailers were assured that the tightened installment buying curbs that became effective Monday, October 16th, would be reviewed "reasonably soon" with an eye to a possible overhauling.

A spokesman for the Federal Reserve Board, which ordered the controls into effect, said the check would decide whether they should be relaxed, tightened or left as they were. It may be made in about three weeks.

The new rules call for one-third down on automobiles. Initial payments on television sets, refrigerators and other household appliances, however, are raised from 15 to 25 per cent. For furniture, the down payment will be 15 per cent instead of 10.

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::: SCISSORS AND PASTE :::
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Suggests FCC Be Hailed Into Court For Color Interpretation
("The New York Times")

The Federal Communications Commission has decided that television images in color must be transmitted by what is technically known as a "non-compatible system", meaning a system that will make it impossible for some eight million owners of television sets to receive even black-and-white from a color-transmitting station without paying about \$400,000,000 for auxiliaries. Hence the consternation and dismay with which the decision has been received. Few voices have been raised in the Commission's defense. In arriving at its decision the Commission ignored the findings of a committee of scientific experts, headed by Dr. E. U. Condon, Director of the National Bureau of Standards, and appointed by the Chairman of the Senate Committee on Interstate and Foreign Commerce to make an impartial study of the status of color television.

The section of the Communications Act under which the Commission promulgated its decree directs it "to encourage the larger and more effective use of radio in the public interest." This broad language may justify the setting of long-term transmission standards to insure fidelity of reproduction in color or black-and-white, brightness of image and high quality in general.

But the Commission has not contented itself with setting standards. In effect it is dictating to manufacturers what kind of television sets they are to make if images are to be received in color with converters and in black-and-white with adapters. The Commission admits that the black-and-white images into which color is to be translated by installed sets at great expense will be of inferior quality. Yet the Commission is supposed to safeguard the public interest.

The testimony taken in committee hearings at the time the Communications Act became a law leaves it to be inferred that Congress had no intention of authorizing the Commission to invade the factory. It is true that the Commission's order applies only to television transmitting stations. It so happens that there is a lock-and-key relationship between a television station and a television receiving set. Hence any decision that affects television stations also affects manufacturers of home sets.

This coercion of an industry which has hitherto enjoyed a large measure of freedom is apparently without precedent. In the case of color television we have a usurpation of authority that needs correction. That correction can be made only if the Communications Act comes up in the Federal Courts for interpretation. The time for the judicial interpretation of the phrase "to encourage the larger and more effective use of radio in the public interest" has arrived.

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Mrs. FDR Preems With 8 Sponsors (Room for 12)
("Variety")

Mrs. Franklin D. Roosevelt will kick off her cross-the-board stanza on WNBC, N. Y., today (Wed.) with eight sponsors (show has room for 12). Among those inked are Flamingo orange concentrate, Toni, McKettrick-Williams dresses, Zenith and Emerson.

Bankrollers buying the WNBC show will be given first crack at participating in other markets, when these are opened for syndication. The airer is being offered first to NBC's o.-and-o. stations and affiliates. Elliott Roosevelt and Martin Jones, who are packing this series as well as Mrs. Roosevelt's NBC-TV program, told Variety that in the first 10 markets commercials by Elliott Roosevelt will be integrated into the show.

Guests on the opener today include RCA Board Chairman David Sarnoff, Fred Allen and UN delegate Ralph Bunche. Already taped, as will be most of the interviews (owing to Mrs. Roosevelt's United Nations work), are gabfests with Tallulah Bankhead, Elsa Maxwell, Perle Mesta, John Crosby and Jose Ferrer.

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Opportunity Doesn't Always Knock Twice
(Leonard Lyons)

Commissioner Happy Chandler, who sold the television rights to the World Series for \$800,000 this year, was offered a million a year, for ten years, by the Ford Co. Chandler turned it down, positive that in the next few years the price will go up much higher.

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Only 1 TV Circuit Seen For Britain For Many Years
("Variety")

The British Isles will be blanketed by only one TV circuit for many years to come, and all stations operating will be hooked up for simultaneous broadcast of the same program. This was revealed to Variety by T.E. Henry, editor of the Manchester Evening News, who is visiting Hollywood.

BBC is currently operating one TV station at the Alexandra Palace in London and is building transmitters near Birmingham and at Hunterfield, between Manchester and Leeds - both of which will be ready next year. These three stations, going up the middle of England will virtually cover the entire country. Two smaller stations, fed by relays, are planned near the borders of Wales and Scotland, to eventually give complete coverage of the British Isles.

Programming is entirely different than in the U.S., Mr. Henry stated. During school vacations and holidays, afternoon programs are broadcast on TV for the kids, consisting mainly of old western films and serials. Night programs start at 8 o'clock, and are split up between plays, varieties and old film features. Station signs off about 10:30.

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: : : TRADE NOTES : : :
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Four RCA Victor Division packaging and materials handling engineers were the winners of two first places and two honorable mentions in a competition sponsored by the Society of Industrial Packaging and Materials Handling Engineers during the Society's fifth annual Exposition, held at Philadelphia Convention Hall from October 10-12. The packaging competition was open to all major industries in the country.

M. H. Watson, Materials Handling Engineer at the RCA tube manufacturing plant in Lancaster, Pa., and J. P. O'Hanlon, Packaging Engineer of the RCA Parts Department, Camden, tied for first place in the materials handling competition.

Fourteen hundred mail and phone requests were received in two days answering offer on "Battle Report, Washington" by WNBW, Washington, for booklet "Our Foreign Policy", a Department of State Publication. 1200 via mail, and still coming in.

The New York headquarters of the Radio-Television Manufacturers' Association's Engineering Department and Data Bureau was moved this week from 90 West Street to 489 Fifth Avenue, just off 42nd Street.

The RTMA office is located in suite 710-711 and the new telephone numbers are Murray Hill 2-8190-8191-8192. Larger space afforded by the new location will take care of the continuing expansion of the services now rendered by the RTMA Engineering Department. Facilities include a conference room which will accommodate most of the committee meetings of the Engineering Department.

Admiral Corporation, television and appliance manufacturer reported from Chicago Monday, Oct. 16, consolidated net earnings of \$5,253,685, or \$2.63 a common share, for the third quarter ended Sept. 30. This compared with \$1,475,884, or 74 cents a year ago.

Sales for the three months this year were \$63,629,146 compared with \$23,967,745 last year.

For the nine months ended Sept. 30 sales were \$166,924,994 and earnings \$13,176,417, equal to \$6.59 a share. In the like 1949 period sales totaled \$77,078,151 and earnings \$4,631,574, equal to \$2.32 a share.

Miss Selene Wolf, daughter of Mrs. Etta Wolf of Sunnyside, Long Island, N.Y., and niece of Miss Frieda Hennock, FCC Commissioner, was married yesterday in New York City to Seymour Sheriff of Washington. Rabbi Irwin N. Blank performed the ceremony in his study at Temple Emanu-El in New York City, and a reception followed at Hotel Pierre.

Bill Herson, WRC commentator, will begin something novel in Washington, D. C. in money circles, on Monday, Oct. 23. WRC listeners can "purchase" a \$525 RCA Eye Witness combination TV set with "Confederate Money", the press release stated. "This is on the level. Listeners must wright in the amount of confederate money they wish to bid, the number of bills, not face value of the money. The top bidder will be given title to the set. This is considered to be the 1st time since 1865 that Confederate money has been known to have real bu in power"



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Robert D. Heinel, Editor

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No. 1944

October 25, 1950

FCC GAVE SEN. JOHNSON-CONDON COLOR TV REPORT BIG BRUSHEROO

It was confirmed this week that not only did the Federal Communications Commission give Senator Johnson (D), of Colorado, such a beautiful run around in ignoring the Condon report, so dear to his heart, that in the opinion of at least one well-informed individual, even the Senator himself believed the report had been considered and followed. Senator Johnson, Chairman of the Senate Interstate and Foreign Commerce Committee, had caused the organization of a committee of experts, headed by Dr. E. U. Condon, Director of the National Bureau of Standards, to make an impartial study of the status of color television. Later, no less a person than the Editor of the New York Times charged that the FCC had flatly ignored the Condon report when it was presented.

These sensational accusations were brought out against the Commission in connection with a letter written to the Times by Frank Stanton, President of the Columbia Broadcasting System, referring to a Times editorial.

"The confusion and misunderstanding about the Federal Communications Commission decision concerning color television has engulfed even The New York Times editorial page", Mr. Stanton began. "The editorial of Oct. 18 is appropriately entitled 'Television Chaos' but the chaos inheres not in the Commission decision but in your interpretation thereof."

The Stanton letter was lengthy and we asked a leading television manufacturer to read and digest it for us.

"Mr. Stanton", the manufacturer stated "when referring to the Condon Committee states, 'The areas of agreement between the Commission findings and the report of the Condon Committee are far greater than the areas of disagreement.'

"Senator Johnson in his letter released to the press October 19th states 'That Committee of scientists examined every proposed system of color television, conferred with electronic experts, analyzed the nine months of testimony before the Federal Communications Commission, and personally witnessed field and laboratory demonstrations of various systems, and in July of 1950 submitted its report. That report said unequivocally and with finality that commercial operation of color television is here now.'

"You see from the above even Senator believed that the report of the Condon Committee which was formed at Senator Johnson's request was considered and heeded. Now comes the statement of the Editor of The New York Times. 'That the FCC ignored the Condon report was brought out on September 10th at The Institute of Radio Engineers' Convention in Los Angeles. A question from the floor addressed to a member of the FCC brought the reply: "The Senator Johnson-Condon report was not entered as hearing material and therefore was not given consideration in the FCC decision." The Condon

report was issued on July 10th, time enough for its consideration.

"Mr. Stanton's statement that the areas of agreement between the Condon Committee and the FCC are far greater than the areas of disagreement is not borne out by the Condon report. On page 40 appears a table in which the system that Mr. Stanton advocated scores only eight points. Of two other systems one scored eleven points and the other six. It looks as if there were more areas of disagreement than of agreement."

"That above should be brought out in print as it injects a new angle namely that even Senator Johnson believed that the Condon report was considered and followed which, of course, is not fact."

The verbatim reply of the Times editor follows:

"Mr. Stanton overlooked the fact that we expressly conceded the right of the Commission to set standards, but questioned its right to set up systems of transmission.

"That the FCC ignored the Condon report was brought out on Sept. 10 at the Institute of Radio Engineers' Convention in Los Angeles. A question from the floor addressed to a member of the FCC brought the reply: 'The Senator Johnson-Condon report was not entered as hearing material and therefore was not given consideration in the FCC decision.' The report was issued on July 10 - time enough for its consideration.

"Mr. Stanton's statement that the 'areas of agreement' between the Condon Committee and the FCC 'are far greater than the areas of disagreement' is not borne out by the Condon report. On Page 40 appears a table in which the system that Mr. Stanton advocated scores only eight points. Of two other systems one scored eleven points and the other six. It looks as if there were more areas of disagreement than of agreement.

"Mr. Stanton says that 'each manufacturer remains free to make precisely the kind of television set that he chooses.' The manufacturer who does not produce a set that will conform with Mr. Stanton's system courts bankruptcy within five years or so.

"How does Mr. Stanton know that the odds are against the development of a 'compatible' color system? The Condon committee arrived at different conclusions on Pages 37 and 38 of its report.

"Mr. Stanton thinks that in the public interest the FCC had to arrive at a prompt decision. The Commission has been considering television for ten years. The Condon Committee was appointed because the vacillation and dilatoriness of the FCC forced the Senate to seek the best technical advice that competent technologists could give."

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SPRAGUE, RTMA; STANTON, CBS, CONTINUE COLOR TV SNIPING

Assurance was given to the television public last Sunday night (Oct. 22) by Robert C. Sprague, President of the Radio-Television Manufacturers' Association, that "black-and-white television sets are a better investment today than ever before" because of the better programs on the air, and that new sets can be bought "with confidence that they will continue to receive these programs for many years to come."

Mr. Sprague, who is also President of the Sprague Electric Company of North Adams, Mass., spoke over the same facilities Mr. Stanton had used the Sunday before, namely the Columbia Broadcasting System in reply to CBS President Frank Stanton who criticized television manufacturers and praised the color wheel system of television recently authorized by the Federal Communications Commission.

Only a limited number of color programs are scheduled for broadcasting, Mr. Sprague said, and "most of these broadcasts apparently will be in fringe hours when the average person is at work or asleep, and will not include the popular evening programs".

"It is a fair assumption, therefore", he continued, "that only a very small percentage of present TV set owners will buy adapters and color converters, even when they are freely available."

The best programs will always be available in black-and-white, he maintained, since few advertisers will abandon the mass audience available in black-and-white for the smaller number of persons who will be willing to pay extra for color.

The recently authorized color system, he said, is subject to definite limitations at present because of the restricted size of the pictures and the necessary use of a whirling color disc. A permanent disadvantage, he said, was its incompatibility, which prevents color broadcasts from being received on existing television sets, even in black-and-white, without costly and inconvenient changes to the set.

"Long before the present color system can win any real measure of public approval or establish a substantial audience", he predicted, "the combined talent of America's electronic engineers will have developed an all-electronic and compatible color system which will probably replace the present incompatible system."

Mr. Stanton commenting via press release the same evening after Mr. Sprague's talk, said:

"Mr. Sprague's statement is further proof of the bad faith of the Radio-Television Manufacturers' Association in violating its sworn commitment before the Federal Communications Commission.

"On May 5, 1950, the then President of the RTMA, testifying under oath before the Commission, explicitly committed the RTMA to

'accept' any color decision of the Commission. He testified that '...the Association would certainly go along with any decision of the Commission, obviously.' Now, however, RTMA has created a million dollar slush fund to attack the Commission decision and Mr. Sprague's broadcast is part of that attack.

"The burden of this attack against the FCC decision is that a compatible system can be developed in the near future. This argument has been refuted by repeated failures to fulfill similar promises in the past.

"In 1947, the RTMA, in opposing the CBS color system, promised the FCC that within 18 months the RCA 'simultaneous' color system, which was claimed to be compatible, would be ready for adoption. That system died in the laboratory because of fundamental defects.

"In August 1949, RCA and Color Television, Inc. each announced compatible systems. RCA told the FCC that in its system all its objectives had been achieved. But the RCA color pictures when demonstrated were unsatisfactory. Later, during the FCC hearings, RCA claimed it had cured its troubles. But the pictures were still bad. CTI also went through the same process, changing its system several times and each time claiming success, but its pictures also remained unsatisfactory.

"The inherent difficulty, if not impossibility, of combining compatibility and satisfactory color pictures was summarized by the FCC in its color report as follows: '...the Commission is of the opinion, based upon a study of the history of color development over the past ten years, that from a technical point of view compatibility, as represented by all color television systems which have been demonstrated to date, is too high a price to put on color. In order to make these systems compatible, the alternatives have been either an unsatisfactory system from the standpoint of picture quality, or a complex system, or both. A complex color system will have such formidable obstacles in its path that there is no assurance it would be acceptable to the American public.'

"The danger to the public of delaying the adoption of color standards each time someone promises another compatible system was emphasized by the Commission in these words: "...the Commission cannot overlook the obvious fact that one of the easiest methods of defeating an incompatible system is to keep on devising new compatible systems in the hope that each new one will mean a lengthy hearing so that eventually the mere passage of time overpowers the incompatible system by the sheer weight of receivers in the hands of the public.'

"We question whether the RTMA really wants compatibility. We suggest that what it really wants is to hold back color, and that it is preserving the issue of compatibility only to achieve that delay.

"For if the members of RTMA really want compatibility, they have had, and now have, it in their power to give compatibility to the public under the CBS system. Eight months ago they were invited by the Chairman of the FCC to give it to the public. They refused to do so, and they continue to refuse to do so.

"To provide compatibility under the CBS system is easy, quick and inexpensive. The former President of RTMA -- Mr. Sprague's predecessor -- admitted this under oath a year ago. He testified that built-in compatibility for the CBS system is 'a very minor change'. He swore that 'the added time to include those parts in the set during production...would be a matter of minutes'; and that all of the sets on the floor of the Crosley plants -- of which Mr. Sprague's predecessor was Executive Vice President -- 'could have been changed in a day or two'. RCA stated under oath that this built-in compatibility would add only seven to ten dollars to the retail price of its receivers.

"Taking these easy, quick and inexpensive steps to provide compatibility from now on would go far to solve most of the problems which the manufacturers are emphasizing so heavily. If the manufacturers had not rejected FCC Chairman Coy's suggestion last February, owners of the millions of black and white sets sold since then would have no compatibility problem today. If manufacturers do not continue to turn their backs on providing built-in compatibility, the tens of millions more of new sets to be built hereafter would be able to receive color programs at least in black and white.

"In these circumstances, the RTMA's sincerity about compatibility is open to question. They themselves are intensifying the compatibility problem -- and they are at the same time crying to the public that color is a long way off because so few sets will receive CBS color.

"It is not too late for the manufacturers to turn away from their destructive course which is confusing the public and hurting all segments of the industry -- dealers, station owners, and the manufacturers themselves. We appeal to the statesmen in the RTMA to return to RTMA's original commitment that it would accept the Commission's color decision. Only by keeping its word can the present difficulties be minimized, can the industry go forward in harmony, and can the public best be served by this great advance in television."

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TONEY NAMED RCA VICTOR PUBLIC RELATIONS DIRECTOR

James M. Toney, Advertising Manager of the RCA Victor Home Instruments Department, has been appointed Director of Public Relations of the RCA Victor Division, Radio Corporation of America. Thomas J. Bernard will continue as Assistant Director of Public Relations.

Mr. Toney will succeed John K. West, who leaves the RCA Victor Division to join the National Broadcasting Company as Western Division Vice President.

Mr. Toney joined RCA Victor in Chicago in 1943. He was born in Indiana and attended the University of Illinois.

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WGN-TV ENTERING FIGHT LABELS FCC EDICT - "POLITICAL TV"

Thus far confined to the Federal Communications Commission and the set manufacturers, WGN-TV, Chicago, last week was among the first of the country's large television stations to enter the fight.

The Chicago Tribune, which operates WGN, said editorially:

"The Federal Communications Commission has given the Columbia Broadcasting System a license to broadcast commercial television programs in color, and as a result the air is full of technical and economic arguments and threats of lawsuits.

"There are several sponsors of color television systems, but only two approaches to the problem. One system, Columbia's, is partly mechanical. It uses a whirling disk to put color on the screen. The other approach, in which Radio Corporation of America (which owns the NBC chain) has made the most progress, is wholly electronic.

"The Columbia system is the farther advanced in laboratory development at present, though it has had little field testing. Many of its demonstrations have been on closed wire circuits - not broadcasting. RCA is believed to have made great progress in recent months. Its remaining problems are of the sort that good electronic scientists should be able to solve, engineers tell us. Another electronic color system is being developed by Color Television, Inc., a California concern.

"The great difference, to the present set owner, is that RCA color television, if and when it is perfected, can be received in black and white on existing sets, though not in color. Columbia color television requires adapters, of which one has been designed to bring in the programs in black and white, and an additional one to bring in color.

"Within recent weeks Wayne Coy, Chairman of the FCC, came out to a convention of television manufacturers in Chicago and told them that if they would agree to begin installing in their new sets, almost immediately, a 'bracket standard', color television would be kept on an experimental basis for a while longer. If they refused, Columbia was to be given an immediate commercial license, he threatened.

"A 'bracket standard' is not, as we innocently inquired of an engineer, some bit of hardware inside a television cabinet, designed to provide space for a color adapter. It is a virtually complete second receiver for color. This is somewhat as if the government required automobile manufacturers to equip all cars with carburetors and motors capable of burning fuel oil as well as gasoline.

"The manufacturers, after Coy refused a 60 day delay which they asked for the purpose of figuring costs, turned his proposal down. They felt they would be buying a pig in a poke.

"The intervention of the FCC in the color television field, at its present stage of development, makes no more sense than govern-

ment intervention in the photograph turntable fight would have done. The public eventually will have to decide the television dispute, also, by its patronage, and the rival systems could well have been left to fight it out for this public acceptance.

"The members of the Commission who had an engineering background voted against the order. The case smells of a New Deal fix. Unless Columbia can find an audience for its programs, however, it seems unlikely to stick."

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BRITISH SEE NO TV IN COLOR BEFORE '60; TEST TWO SYSTEMS

Britons do not expect to have color television before 1960. The British Broadcasting Corporation, the government's radio monopoly which has been conducting experiments in colorvision, believes development of color TV before 1960 would "interfere with the perfection of black and white production".

Experiments in colorvision have been carried out for three years at a research station at Kingswood Warren, Surrey, at a cost of \$560,000 a year, according to a London dispatch. Two methods of development similar to those used by American manufacturers have been favored by BBC experts,

These are the disk filter method, which transmits a sequence of pictures in red, green, and blue to give the appearance of a continuous color picture, and the cathode ray tube system, which operates on a principle similar to black and white transmission.

Both systems were demonstrated publicly by the BBC recently in an effort to determine which would be most suitable for further experiments. Two London hospitals which used the disk system for instructional purposes in surgery were reported enthusiastic.

"This method shows the tissues and organs more plainly than a black and white tone", said a spokesman of one hospital. The demonstrations resulted in thousands of television licensees asking if their sets will be obsolete when color vision comes to stay.

The BBC says present sets would need only an adapter to receive colorvision and, like American experts, assert that because of its high cost, "colorvision may never completely replace black and white".

"It will take about 10 years before a British color system is ready", says the BBC. Even then, BBC experts believe the necessary adapter will add 33-1/3 per cent onto the basic price of a television set.

"Britain has made considerable progress with the disk system, according to Dr. Peter Goldmark, television head of the Columbia Broadcasting System. "It is certainly as good as, and in some respects better than, the American version", he said recently.

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NBC'S RADIO, TV PLANS TOLD AT LARGE STATIONS CONVENTION

The National Broadcasting Company's plans for further increasing the already high popularity of radio with the public and advertisers while advancing television toward still further success were unfolded last week at the network's fourth annual convention of its affiliated stations at White Sulphur Springs, West Virginia.

The network's blueprint calls for building on radio's strong points, Joseph H. McConnell, President of the National Broadcasting Company, told the record attendance of more than 300 station managers, owners and executives.

Outlining NBC's commanding lead in television on the basis of talent, program popularity, facilities and sales, Mr. McConnell predicted that the medium would rapidly overcome the complications of its early growth and eventually become more profitable than radio.

The traditional ingenuity of American broadcasters in exploiting radio's unique qualities of economical coverage insure it a healthy future in competition with all other media, the broadcasters were told by Niles Trammell, Chairman of the Board of NBC.

Mr. Trammell assured the broadcasters that the 1950-1951 market will offer all advertising media, and radio in particular, their greatest opportunities in recent years. By next Spring, he reported, 3,000,000 more people will be added to civilian payrolls and consumer income, after increased taxes and larger savings, will exceed that of 1949 by \$6,000,000,000. A recent A.N.A. survey, he added, shows that many advertisers intend to increase their 1950 expenditures in 1951. Radio's more aggressive showmanship, its economically priced programs of high appeal, its stepped-up promotion, its greater research and its ability to offer the advertiser flexibility in program selection and in program combination will bring radio broadcasters a greater share of this future business, Mr. Trammell predicted.

Charles R. Denny, NBC's Executive Vice-President, charged that the current Nielsen audience ratings and the recent report of the Association of National Advertisers both underestimated radio's full listening audience. He revealed four new and revolutionary radio sales methods devised by NBC by which advertisers at minimum cost can obtain high rotational circulation in various combinations of radio and television periods and through tape recordings of television program highlights.

Discussing radio, Mr. McConnell revealed that NBC in the past year had invested \$9,000,000 in radio talent and show properties to insure its program leadership and for high-spotting its program lineup with entertainment programs surrounded with highly salable programs of lower cost and strong popularity.

When present construction plans are completed, NBC's plant investment in television will be between \$35,000,000 and \$40,000,000, Mr. McConnell disclosed.

The promotion of William F. Brooks to the new post of Vice-President in Charge of Public Relations was announced.

At the same time Mr. McConnell announced the creation of another new post, that of Vice-President in Charge of Station Relations, and stated that he would recommend the election of Carleton D. Smith to that position at the November meeting of the Board of Directors. Both posts have been newly created as part of NBC's continuing expansion of its operations. Mr. Brooks has been Vice-President in Charge of News and Special Events, and Mr. Smith is Director of Television Operations for the network.

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ILLEGAL TV STATION DENIED BY SYLVANIA

A spokesman for Sylvania Electric Products Company, charged by the Federal Communications Commission with illegal operation of a television stations, said last Saturday (Oct. 21), "We are of the opinion we have not been doing anything illegal."

The company was identified last Friday by the Commission as operator of a television station at Emporium, Pa., that had not been registered as required by Federal law.

The company spokesman said: "In connection with the press release of the FCC, it is true that we have an automatic satellite station in the area of Emporium and which is used for company experimental work in connection with our radio television tube operations.

"We are of the opinion that we have not been doing anything illegal as claimed by the FCC. Our operations were not of the type which we believe come under control of FCC any more than if it were a wire link between satellite station and our operations in the valley. We are confident that the effect of these operations were local and did not extend beyond the confines of our immediate vicinity."

The press release given by the FCC to the press read:

"On Thursday, October 19, 1950, the Federal Communications Commission closed in on the first illegal television station located by the Commission. The television station had been broadcasting intermittently since September 1, 1950, and regularly for about the past three weeks at Emporium, Pennsylvania, and was constructed and operated by the Tube Division of Sylvania Electric Products, Inc., one of the largest television tube manufacturers in the country. The Sylvania unlicensed, illegally operated, television station was re-broadcasting the NBC network programs emanating from WNBC-TV in New York and broadcast in Johnstown, Pennsylvania, by WJAC-TV.

The transmitter located on top of Whittemore Mountain at a point about 1½ miles southwest of Emporium, Pa., was rebroadcasting on television channel 7 the broadcast received on Channel 13 from television station WJAC-TV, Johnstown, Pa. These television broadcasts were in violation of Section 301 of the Communications Act

which requires a license for all radio stations, Section 318 of the Communications Act which requires that such stations be manned by licensed operators, and Section 325(a) of the Communications Act which provides that no broadcast station shall rebroadcast the program of another broadcast station without the express authority of the originating station.

The illegal televising was accomplished by the construction of a 90 foot tower on top of Whittemore Mountain and then re-broadcast by audio and video transmitters. The station went off the air at 5:10 P.M. Thursday, October 19th after Commission personnel conferred with Robert Merkle, Office Manager of the Radio Tube Division of Sylvania Electric Products, Inc., and Eugene Overmeir, Manager of Commercial Engineering at the Sylvania-Emporium plant who constructed the illegal transmitter under orders received from his immediate superiors.

Mr. Merkle stated that the television transmitter was constructed at a cost of approximately \$7,000 in spite of the fact that Sylvania officials had been informed that such operation could not be conducted without first being licensed by the Federal Communications Commission. Mr. Merkle also stated that the television broadcasts were made because the Sylvania plant officials at Emporium decided that they needed such operations and said that they never applied for authority to so operate because they knew the Commission could not grant such authority at that time.

The maximum penalty for the operation of the illegal television station is 2 years' imprisonment or \$10,000 fine or both for each count on which conviction for such illegal operation is had.

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RCA EXTENDS TEX EXCHANGE SERVICE WASHINGTON TO NETHERLANDS

A customer-to-customer overseas radio teleprinter exchange service has been inaugurated between Washington, D. C., and the Netherlands.

Extension of TEX to Washington, Mr. H. C. Ingles, President of RCA Communications, Inc., said, provides direct two-way teleprinter connections between the various governmental agencies and business firms in the American capital and their Dutch contacts. The RCA teleprinter installations in customers' offices are connected directly to teleprinters in Holland through the Dutch TELEX network, which correspondonds to the domestic teleprinter network (TWX) in this country.

Participating in the official opening of the TEX circuit between Washington and Holland were the Netherlands Ambassador to the United States, Dr. J. H. Van Roijen, and Dr. D. U. Stikker, Minister of Foreign Affairs in The Hague, who exchanged messages complimenting the new service.

Charges for TEX are made on a time basis rather than on the usual telegraph word-count basis. Rates are \$3.00 per minute with a \$9.00 minimum for each connection. Operating at a speed of approximately 60 words per min., the new service provides facilities comparable to normal conversational speeds by transoceanic telephone, and at a lower cost per minute. Regular telegraph charge 30¢ per word.

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LOUISVILLE ADDED TO TOP FLIGHT COAXIAL TV

A second coaxial circuit from Indianapolis to Louisville, which will make full-time network service available to the two television stations now operating in the latter city, was placed in service last Sunday (Oct. 21) by the Long Lines Department of the American Telephone and Telegraph Company. Originally scheduled for December 1, completion was advanced by five weeks to meet requirements for network service to the Blue Grass State.

Louisville was joined to the Bell System television network at the end of last month, the same date that 13 other southern and midwestern cities were connected. The present Bell System network serves 73 television stations in 42 cities and extends as far west as Omaha and as far south as Jacksonville.

A network program originating in New York would travel by either coaxial cable or radio relay facilities to Toledo, O., then south by coaxial cable to Dayton, O. From this city it takes to the microwaves for five instantaneous hops to Indianapolis, then underground again via coaxial on the final leg into Louisville.

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PAUL PORTER GOES HIGHER IN ECA

William C. Foster, Economic Cooperation Administrator announced this week that Paul R. Porter, Chief of the ECA Special Mission to Greece had been advanced to the post of Assistant Administrator for Program. Roger D. Lapham was appointed to succeed Mr. Porter in Greece.

Mr. Porter was appointed Chief of the Mission in Greece a little more than a year ago. He formerly had served as Chief of the United States Permanent Delegation to the United Nations Economic Commission to Europe at Geneva. His home is at Kenosha, Wis. He is 42. In his new post he succeeds Richard M. Bissell, Jr., who was recently named Deputy Administrator.

Mr. Porter was formerly Chairman of the Federal Communications Commission and before that a member of the Washington staff of the Columbia Broadcasting System. He is spoken of from time to time as the next Senator from Kentucky.

Mr. Foster emphasized that no change in the ECA program for Greece was contemplated in making the personnel changes. The ECA, he said, "is hopeful that the Greek Government will carry out a nine-point program, which was recently suggested in a letter from Mr. Porter to Prime Minister Venizelos." "In accomplishing these measures, which are designed to enable greater progress toward Greece's recovery, the Government will have the full support of Mr. Lapham", he added.

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BOX OFFICE THEATRE FOOTBALL TV STILL OFF IN CHICAGO

Last Saturday the important intersectional football game between the University of Illinois and the University of Washington was shown by television at the State and Lake and Tivoli Theatres in Chicago. State and Lake has a seating capacity of about 3,000 and had attendance of 1,450. The Tivoli which has a seating capacity of about 3,400, had an attendance of 500.

This light patronage is in line with tests made recently in Chicago when State-Lake had an audience of approximately 1,500 and the Tivoli approximately 750. These last figures were for the Wisconsin-Illinois game on October 7th.

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MARKED TV TECHNICIAN SHORTAGE SEEN FROM HEAVY SET DEMAND

An additional 10,000 television service technicians will be required to install and service the 2,000,000 television receivers which the industry will produce and sell between now and the end of the year, E. C. Cahill, President of the RCA Service Company, told 200 technicians at the Electric Institute of Boston last week.

Discussing "Problems and Opportunities in Television Service", Mr. Cahill named as the primary problem the incredible speed of television's growth, from less than 200,000 units produced in 1947 to around 6,000,000 being produced in 1950. This is complicated, he explained, by the facts that it takes years to train a technician to full competence and that Government agencies are drawing heavily on the trained electronic technicians of the country for top priority work.

To help alleviate this manpower shortage, RCA has expanded its program for training young technicians with a combination of on-the-job schooling, formal classroom training and a home study course. RCA Service Company branches all over the country are participating in the campaign and recruiting is being conducted in non-television areas as well as television regions to tap fresh sources of manpower.

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RADIOTELEGRAPH SERVICE RESTORED BETWEEN U.S. AND SEOUL

Radio contact and telegraph service has been reestablished between the United States and Seoul, capital of South Korea. H. C. Ingles, President of RCA Communications, Inc., said that the reopening of the circuit was made possible by repairing radio transmitting and receiving facilities in Seoul which had been damaged during the North Korean occupation.

Radio communication between RCA stations in this country and Seoul was officially restored at 5:45 A.M. (Pacific Standard Time) Wednesday, October 18th, according to Mr. Ingles, who reported that the facilities now provide radiotelegraph, radiophoto and voice broadcast services over this direct circuit.

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SCISSORS AND PASTE

"The Public Interest" And Color-TV (Dr. O. H. Caldwell in "Tele-Tech")

Each FCC Commissioner upon beginning his term takes a solemn oath "to serve the public interest". It is this central idea of the "best public interest" which underlies the whole radio law and the administration of that law by the Commission.

Fantastic authorizations of standards incomplete and not yet even given first laboratory tests, were never contemplated by the framers of the radio legislation. Flippant perversions of basic scientific facts, - casual Rube Goldberg solutions on paper by lawyers with non-technical minds, solemnly written into official orders, - and slavish kowtowing to Senators and other politicians who control individual Commissioner's fates - all these amazing revelations of the past few weeks, are far removed from the "best public interest" which the Commissioners are sworn to serve and protect.

Nor is it in the public interest -

To obsolete 10,000,000 present TV sets in which the public has invested three billion dollars.

To require future TV purchasers to spend \$40 to \$130 extra for gadgets they may never use.

To degrade TV picture quality, and limit pictures to small sizes which the public has already discarded.

To force lower-quality color-TV on a public which is just getting acquainted with good black-white.

To risk plant shut-downs, unemployment and financial disaster for manufacturers, distributors and dealers.

To force upon the public an incompatible color system which cannot even be launched without driving away existing audiences.

To disrupt the entire television industry.

* * * * *

Good sportsmanship provokes admiration for the achievements of Inventor Peter Goldmark and Strategist Adrian Murphy in advancing the CBS non-compatible low-detail small-picture system to its present political status.

But from the standpoint of "the public interest" demanded by the radio law, the majority of the Commissioners have obviously failed in their sworn duty. Exceptions are the dissenting opinions of Engineer Commissioner George Sterling and Commissioner Frieda Hennock. And the actions of the FCC technical personnel in going along with this absurd and destructive ruling have created amazement throughout the radio engineering fraternity.

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Lost His Fortune But Not His Nerve

A nationally known and very generous television set manufacturer recently received the following:

I received your cordial letter of October 2nd.

I forgot to mention in my first letter that aside of the quality circulation of The Christian Science Monitor as to its paid

subscribers, they have quite a number of other readers because nearly every library in the United States receives the Monitor: And in addition to the readers in all the libraries, there are also a vast number of readers who obtain the paper through the free distribution. It is customary for every Christian Scientist to bring to the Church either on Wednesday night or Sunday the week's accumulation. And every church has a "distribution committee" who place the papers in public places: The papers are placed in a metal rack and on the racks are printed the notice that a copy, one or more, are free.

By the way, if you want to hear whom I consider the best news commentator every Tuesday? Then tune in for the Christian Science Monitor News program, and I feel certain that you, too, will consider the editor of this paper as being the best news commentator.

There is a favor I would like to ask of you, and it is this: I can not afford to buy a television set at the price, it is being sold. I am an old age pensioner; I lost my fortune some years back, and with the loss of the money I lost my health and courage; and because of my age it was hard to obtain a permanent job: Outside of the business experience that I had from which I accumulated quite a sum of money I never learned a trade in my youth; as a youngster I tried my hand at various odd jobs until I learned a particular business and with my savings I embarked into that business and accumulated quite a sum of money; but foolishly was lured into investing in the stock market and (as one of the sheep, one of the great many of them) I lost everything by buying on margin. And in my advanced age in order to keep the wolf away from the door I resorted to applying for an old age pension. I am permitted to put aside a burial fund; This money, I am in no hurry to have it spent; And I thought you might favor me in this manner: By arranging to have a music store send me a television set - one of your make's large size of the latest make. (Some dealer either in Los Angeles or Glendale; (Glendale is a suburb of Los Angeles). I would spend the burial fund's \$200.00 towards the television set. I thought if you have a retail \$400 set you might favor me (out of the goodness of your heart) by selling "that" type of a television set for about \$200.00: And if you can do so, then I would send you a "New York Draft" in advance for the \$200.00. I am anxious to have a television set so as to avoid boredom; boredom as psychologists tell us is a sad condition for an older to be in. As to delivering the television set to me, you can arrange in whatever way is convenient for your factory. Either to have a dealer in my district to deliver it to me and then replace it when they have a regular shipment coming to them: or to ship it to me direct from the factory.

Hoping to hear the good word from you that you can comply with my wish, and with kindest regards and best wishes, I remain,
Sincerely,

P.S. Please excuse the rambling manner of composition of this letter; and also its appearance, as I am using a neighbor's typewriting machine that is not in good working condition, and I can not think clearly while using the "Hunt and Pick" system of typing a letter.

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 ::: TRADE NOTES :::
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Price increases ranging from \$10 to \$35 on seven television receivers and increases of \$1 to \$2 on three table radio models were announced this week by the Westinghouse Electric Corporation. All prices are for Zone 1 and are slightly higher in the West.

All Diesel trailer trucks more than 45 feet long operating out of Frankfurt, Germany, will be required to carry a microphone on the rear trailer, with a loudspeaker in the cab, to enable the driver to hear the horns of cars trying to pass.

The United States Court of Appeals Monday (Oct. 23) upheld the Federal Communications Commission plan to hold further hearings on the comparative radio station needs of Allentown and Easton, Pa.

The court said the Commission was warranted in seeking additional evidence on which to base a decision.

The award of June, 1947, to the Allentown Broadcasting Corp. of a new station, WHOL, which was built and is now operating, is involved.

At the same time the Commission denied the competing application of the Easton Publishing Company for a new station on the same frequency at Easton. Other applications based on use of the same frequency were also denied.

Charles E. Kohlhepp of Milwaukee, Wis., has joined the National Production Authority as a consultant to assist with organization of the Program Bureau, Gen. William H. Harrison, NPA Administrator, announced last week.

Mr. Kohlhepp, a native of Baltimore, is President of the Wisconsin Public Service Corporation, with which he has been associated for the past 30 years. For some time during World War II, Mr. Kohlhepp was with the War Production Board.

Station WBSR, Pensacola, Fla., will become an affiliate of the Columbia Broadcasting System's radio network effective Sunday, November 5, bringing the total number of CBS radio affiliates to 193.

The Cincinnati Enquirer will publish a television magazine containing news, photographs, feature stories and the complete video log of the three local stations for the week. The magazine will come out every Saturday. It will be compiled by Magee Adams, radio editor, and John Caldwell, television editor.

President Carlos Prío Socarras yesterday afternoon, (Oct. 24) inaugurated the first television broadcast in Cuba. The ceremony took place at 12:30 o'clock in the presidential palace where the president entertained the Cuban press as an event in observance of "journalist day".

The Union Radio Station is the first to go on the air with television in Havana. Several other stations will begin video broadcasts within the next few months.

James T. Chatterton has been elected a Vice President of Mackay Radio and Telegraph Company in charge of the company's activities on the West Coast with headquarters in San Francisco, Ellery W. Stone, President of the American Cable & Radio Corporation, has announced.

A graduate of Loyola University (Chicago) with a degree of LL.B., and a member of the Bar of the State of Illinois, Mr. Chatterton joined Mackay Radio and Telegraph Company in 1933, and has served in Washington, D. C., New York City and San Francisco since that time.

Right in the middle of the Pentagon (Washington, D.C.) concourse like a great, over-sized phone booth, the new headquarters of the Military Amateur Radio System was formally dedicated and put into operation yesterday (Oct. 24).

Dubbed MARS, the military network will link the Nation's 78,000 "ham" operators into a central headquarters for extensive use in emergencies and at the same time follow up the Defense Department's plan to build a backlog of trained radio operators.

In the dressed-up, equipment-packed studio four booths are available to holders of valid "ham" licenses and any licensed amateur, military or civilian, may use the facilities. The new MARS studio replaces temporary stations which have been located on the Pentagon's fifth floor.

The network was started two years ago and now more than 3,000 "hams" with military affiliations are members. Besides providing emergency communications, the system gives operators constant training in military radio procedure, thus building a backlog of skilled radio men available for duty with the armed forces.

Wordiness in the Associated Press daily report was criticized in a 7,000-word report by the new Committee on Content Study of the Associated Press Managing Editors after a painstaking - and wordy - survey.

The Committee, of which Wallace Lamoe, Milwaukee (Wis.) Journal, is Chairman, found that many AP reports could and should have from 12 to 25% of their words deleted. Washington reports are too numerous and too long, some of the investigating managing editors found.

A six day statistical recapitulation showed a word-total of 352,648. Radio, television, movies were 15th on the list with 7,150. Foreign News (General) led and National Defense was 3rd with 32,914.

Attorney General Thomas E. Fairchild of Wisconsin ruled last week that "Stop the Music" and five Milwaukee radio and television quiz programs violate Wisconsin's anti-lottery law. He said the programs contained the "consideration, chance and prize" elements of lotteries, which are illegal in the State.

Joseph Tierney, Deputy District Attorney at Milwaukee, said no plans have been made to prosecute radio stations, but "the ruling speaks for itself and stations broadcasting programs that violate the law will have to stop."