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INDEX TO ISSUE OF JULY 12, 1950.

Sarnoff Spearheads Appeal For Louder War "Voice Of America".....1

G.E. Plans To Buy New Radio, TV Plant.....2

Radio, TV Industry Increased 1949 Newspaper Advertising.....3

U.S. News, Radio, Men Return From South American Air Tour.....3

"Radio Is Mighty Weapon In Nation's Service" - Trammell.....4

Phonevision Credit Offer Withdrawn; 11 Companies Interested.....5

Radio To Survive As Economic Force, McConnell, NBC, Predicts.....6

Alleged Killer Gives Up To Winchell After Broadcast Appeal.....7

Color TV Ready But Condon Experts Want One System Only.....8

TV Service Rates Lowered; Better Business Bureau Complaints.....9

Marshall Field's Chicago Newspaper Asks \$64 TV Question.....11

Vast Communications Improvements Needed, Army Told.....11

Scissors And Paste.....13

Trade Notes.....15

No. 1929

July 12, 1950

SARNOFF SPEARHEADS APPEAL FOR LOUDER WAR "VOICE OF AMERICA"

Among the first persons asked by the subcommittee of the Senate Foreign Affairs Committee to discuss a resolution offered by Senator William Benton, of Connecticut, to strengthen the Voice of America last week, was Brig. Gen. David Sarnoff, Chairman of the Radio Corporation of America. General Sarnoff's recommendation that a ring of powerful broadcasting stations should be built around the Iron Curtain countries at a cost of \$200,000,000, hit the front pages of many newspapers of the country.

In line with this, Assistant Secretary of State Edward Barrett, in charge of the Voice of America, told the Senators that President Truman would submit a plan this week for expanding the Voice of America and a request for \$100,000,000 funds to Congress.

In his broadcast last Sunday night over ABC, Drew Pearson advocated a special Voice of America Commission to report directly to President Truman. He suggested that some such person as Nelson Rockefeller should head it.

In his plea for a louder Voice of America, General Sarnoff was followed by Lieut. Gen. Walter Bedell Smith, Commander of the First Army and former Ambassador to Russia, Bernard M. Baruch and others.

General Sarnoff said that the Soviet Union and its satellites were putting out to the world 832 hours of programs a week, the United States 192 hours.

"I am informed", he said, "that in the past two weeks Russia has stepped up its service to North America to twenty-four hours a day, seven days a week. These Russian programs are in English."

The timing of this Russian action corresponds roughly with the invasion of the Republic of Korea by the North Korean Communists.

The United States, General Sarnoff testified, was particularly weak in stations between Tangier and the Philippines in the Mediterranean area and in Arabia and India.

Especially required, he declared, were both medium and short-wave stations of high power in Greece, Arabia, Iran, India, Pakistan, the Philippines, Japan and possibly on Okinawa, and short-wave stations in Alaska beamed toward Siberia.

When the \$200,000,000 figure was mentioned, Senator Elbert D. Thomas (D), of Utah, observed that he disliked in such "an idealistic atmosphere" to ask such a question, but that nevertheless he wondered whether the American commercial radio industry would lobby against such heavy Government interference in radio work.

General Sarnoff replied with a smile that, speaking for "a not inconsiderable part" of the industry - the Radio Corporation of America - the answer was distinctly "no".

He believed that the rest of the industry would have the same answer, for, he added, this was a time when urgent national interest required something to be done that could not be done by private enterprise.

He told the subcommittee that the use of television as a part of the American propaganda effort should not be neglected, even though at the moment it was true that television signals could not jump the oceans.

He recommended the establishment of a commission to study the whole broadcasting subject and come forward in sixty days with a plan to submit to the President and Congress.

Drawing on his personal experiences in the Soviet Union, General Smith said "the highest compliment the Russians ever paid anybody is their jamming of the Voice of America broadcasts." He said the Kremlin decided to silence the American broadcasts after the Kasenkina incident, when masses of Russians believed the American account of the Russian school teacher who jumped from a Soviet consulate window in New York.

Mr. Baruch declared that an agency standing apart from the State Department was necessary because of the complexity of the struggle which would have so high a status as to report directly to President Truman.

This group, he said, could be connected with or be made similar to the National Security Council, and it should have in its hands not only the outgoing American propaganda but the highest and most secret incoming intelligence reports. These currently are in the charge of the Central Intelligence Agency.

"Our problems", Mr. Baruch declared, "are military and economic and psychological and spiritual and moral. We cannot separate them at all. You must have some central body that deals not only with the international situation but with the national situation. This body ought to be under the direction of the President."

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G.E. PLANS TO BUY NEW RADIO, TV PLANT

The General Electric Company plans to expand its radio receiver manufacturing plant in Utica, N. Y., and increase employment from 600 to 750 persons.

Dr. W. R. G. Baker, G.E. Vice President and General Manager of its Electronics Department, said the company would purchase the building housing its receiver works and construct a 25,000 sq. ft. addition. G.E. now occupies the property under lease. Dr. Baker said the addition would be a one-story concrete block and steel structure, and that work on it was expected to start August 1st.

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RADIO, TV INDUSTRY INCREASED 1949 NEWSPAPER ADVERTISING

Leading national advertisers spent a total of \$445,015,000 for newspaper space during 1949, a gain of 14.3% over 1948, according to the Bureau of Advertising, American Newspaper Publishers' Association, in its annual study, "Expenditures of National Advertisers in Newspapers, 1949."

America's big automotive firms, General Motors, Ford and Chrysler, added the largest amounts, dollarwise. GM jumped more than \$9½ million, to top the expenditures list with \$24,869,072 in 1949. Largest increase percentage-wise in the automotive field, 273.6%, was scored by Chrysler, which expanded its newspaper space purchases from \$2,341,585 in 1948 to \$8,747,966 in 1949. Ford almost doubled its budget from a previous \$5,763,933 to 1949's \$10,629,320.

The study noted that national advertisers' investment in newspapers, reaching an all-time peak of \$445,015,000, put newspapers in the No. 1 position compared with all other media.

This, according to ANPA, represented:

More than 15 times as much as in farm magazines.

More than twice as much as in all four of the great national radio networks combined.

\$32,000,000 more than in all general magazines combined.

Over \$4,000,000 more than in all general and all farm magazines put together.

The radio and television industry spent \$12,756,000 in newspaper advertising. Among the "Top 100" National Advertisers in Newspapers in 1949 were RCA \$2,056,591, a 58% increase, Admiral, \$1,117,121, a 2% increase, and DuMont \$637,073, an increase of 178%.

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U.S. NEWS, RADIO, MEN RETURN FROM SOUTH AMERICAN AIR TOUR

Thirty-two U.S. editors, publishers, and radio executives have just returned from an eight-day plane trip to four major South American cities.

The trip, the host of which was Juan T. Trippe, President of Pan American World Airlines, was made aboard the Pan American Clipper Friendship, christened by Senora Eva de Peron, wife of the Argentine President, when the party stopped in Buenos Aires. Other stops were at Port au Said, Trinidad, Rio de Janeiro, Brazil, and Montevideo, Uruguay.

Among those from the radio industry were Gardner Cowles, President of the Cowles Broadcasting Company; Philip Graham, President of WTOP, Washington, D. C.; Rep. Carl Hinshaw of California, Interstate and Foreign Commerce Committee; William Randolph Hearst, Jr. Hearst stations; Senator Edwin C. Johnson, of Colorado, Chairman of the Senate Interstate Commerce Committee; Edward J. Noble, Chairman of American Broadcasting Co., and Frank White, President, Mutual Broadcasting System.

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"RADIO IS MIGHTY WEAPON IN NATION'S SERVICE" - TRAMMELL

Referring to the present crisis in Korea, Niles Trammell, Chairman of the National Broadcasting Company, speaking at the FBI National Academy in Washington, reminded his audience that radio proved itself a mighty weapon in the nation's service in World War II.

"On December 7, 1941, radio in the United States shouldered arms and, together with the American people and American industry, geared itself for total war", Mr. Trammell said. "Throughout the long years until victory was won, it carried the responsibility of broadcasting for the United States government. The story of its contribution is too large ever to be recorded in its entirety. Every wartime effort found its support in radio. Bond drives made compulsory savings unnecessary. Armies of workers were recruited in topping quotas for enlistment of nurses, and the idea of a nurses' draft was dropped."

Mr. Trammell spoke particularly of the great value of radio in civil defense training, rationing, conservation, psychological warfare and the entertainment of troops from the Aleutians to the South Seas.

"We won the shooting war, and on the heels of victory came a new threat to the liberties of free men: the expansion of Communist power wherever national weakness permitted -- by open aggression, by exported revolution, by propaganda which confuses and conquers, by espionage and by infiltration", Mr. Trammell concluded. "America, guarded for 150 years by two oceans, is not safe from this threat today. The consequences of defeat in the cold war can be quite as fatal to us as defeat in a shooting war.

"As the most powerful media of public expression, these same broadcast services mobilize our moral forces. They can forge a consciousness in the minds of our citizens of the meaning and value of our democracy. Our forefathers created this way of life by believing in it, fighting for it and making it work. If we are to keep it, we must believe in it just as deeply, practice it just as constantly, work for it daily and fight for it if need be. As in wartime, radio is again showing Americans what they can lose by defeat in the cold war and is awakening them to all that is at stake. And in bringing this message to the people, television is adding the gift of vision to radio's voice."

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A British book, "Television in Your Home" has just been published by Iliffe & Sons, Ltd., in London. It aims to tell every viewer just what television can mean to him. The price is 2s.

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PHONEVISION CREDIT OFFER WITHDRAWN; 11 COMPANIES INTERESTED

Zenith Radio Corporation has told the Federal Communications Commission that, since the Commission obviously didn't approve, it has withdrawn its "contingent credit" offer to manufacturers for building Phonevision decoder outlets into their television sets.

The company said 11 other manufacturers had indicated an interest in installing the outlets but that none had said it planned to participate in the contingent credit plan, under which Zenith offered credits against possible future royalties.

The assertions were made by John R. Howland, assistant to Commander E. F. McDonald, President of Zenith, in response to an FCC request for additional information. The Commission is holding up action on Zenith's request for additional time in which to start Phonevision tests, pending a decision on whether the company has over-promoted its pay-as-you-see TV system in violation of conditions laid down by the FCC.

Mr. Howland reiterated that Zenith made its offer to manufacturers because "we believe that by installing the outlets, the public would be saved very substantial expense in the event Phonevision should be ultimately approved and put into operation." The cost of installation in the factory would be between 7 and 25¢ whereas the cost of adapting sets later would be "substantially greater", Mr. Howland noted.

The Commission feared that Zenith's action would mislead the public into thinking that Phonevision has been or will be authorized and pointed out that in authorizing the tests, FCC specified that such an impression should not be created.

Mr. Howland pointed out that the outlets themselves are not patented and that "any television manufacturer is entirely free to install such outlets without the payment of any royalty to Zenith and irrespective of any suggestion from Zenith that they do so."

He said Zenith will not encourage the installation of such outlets by any means, "although we believe that our suggestion that such outlets be installed was and still is in the public interest."

He said the following manufacturers have indicated interest in installing the outlets: General Electric Co., Emerson Radio & Television Co., Magnavox, Stromberg-Carlson, Stewart-Warner Corp., Crosley Div. of Avco Mfg. Co., Colonial Div. of Sylvania Corp., Industrial Television, Inc., Wilcox-Gay Corp., and Hoffman Radio Corp. One other "major" TV manufacturer, he said, also indicated interest but asked that the fact be kept confidential.

Zenith's Phonevision test, scheduled to be held in Chicago for a 90-day period was originally authorized to start Feb. 8. Zenith is asking that the start be delayed until Oct. 1st.

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RADIO TO SURVIVE AS ECONOMIC FORCE, McCONNELL, NBC, PREDICTS

A prophecy that radio broadcasting will continue as an effective and vital force in American economy and society for as far ahead as anyone can currently foresee was given the South Carolina Broadcasters' Association last week by Joseph H. McConnell, President of the National Broadcasting Company.

"It is my conviction that sound broadcasting is now the basic advertising medium of the country, and that it will remain an effective and vital force in our economy and society for as far ahead as anyone can see", Mr. McConnell assured the South Carolina Broadcasters at their mid-year meeting at Myrtle Beach, S.C. "I do not mean to say that radio will not undergo drastic changes in the years ahead. No institution can remain static and survive in a changing world. Radio has been accommodating itself to shifting conditions ever since it was established a generation ago, responding to new requirements and reshaping itself as it went along.

"Today, radio's environment is being profoundly altered by the new force of television, and anyone who closes his eyes to that fact is whistling in the dark. But I am convinced that the sound broadcasting medium, which has lived and grown throughout the social and economic upheavals of the '30s and '40s, will adapt itself to the new environment of the '50s and '60s. It will do so because we, the broadcasters of America, will have the flexibility to develop the new services and business methods which radio needs for its future health.

"I have strong personal feelings on the matter, because my company has a major stake in sound broadcasting, and in television as well. While we are developing television to its maximum, we are determined to see to it that sound broadcasting will continue as a strong and useful medium on a permanent basis. The facts showing that this can be done are all around us."

Among the facts cited by Mr. McConnell were the great opportunities afforded to radio by today's market, with its increase in consumer demands and purchasing power, and the capacities of the broadcasting medium to capture its share of the country's growing advertising expenditure. He stressed that radio is not a single medium, but a group of media, with functions as varied as the demands of the market.

Stating that the equation for measuring radio's advertising value is size times impact in relation to cost, Mr. McConnell developed the fact that even after the full effect of television is taken into account, national radio will remain the biggest and most comprehensive medium in America, offering sales effectiveness at a cost which no other medium can match.

Those pressing for radio reductions on the basis of television's effect on radio listening are comparing radio's high value today with the super-values it offered when it was the only broad-

casting service and they fail to compare the values of radio today with the present values of the printed media with which it competes, Mr. McConnell pointed out.

Although radio is providing great advertising values, the time will inevitably come, Mr. McConnell said, when radio rates must be reappraised and adjusted in order that the industry can continue in good economic health. The single objective of such a rate adjustment, he asserted, will be to keep the cost of advertising by radio in proper relation to its value so that no other medium can match radio's effectiveness at its cost. For as long as sound broadcasting retains this advantage, it will live and grow with advertising support, he declared.

Referring to the present international crisis, Mr. McConnell called upon the broadcasters to thwart the efforts of Communist agents to penetrate the broadcasting industry and sabotage it from within. It is not enough, he declared, to attempt to neutralize the efforts of Communist saboteurs by checking scripts for subversive material. Radio's message, he said, must affirmatively support and advance the ideals of American democracy and radio cannot accomplish this mission with confidence or effectiveness if it harbors traitors within its own house, he asserted.

"We propose to keep our own house clean to the very best of our ability", Mr. McConnell told the South Carolina broadcasters, "and I am sure that all other broadcasters will want to do the same."

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ALLEGED KILLER GIVES UP TO WINCHELL AFTER BROADCAST APPEAL

Walter Winchell, Hearst columnist and radio commentator, persuaded Benedict Macri, 37, sought for a year in the fatal stabbing of William Lurye, union organizer, to surrender to him.

Mr. Winchell had pledged that he would turn the \$25,000 reward offered by the International Ladies' Garment Workers Union to the Damon Runyon Cancer Fund.

The surrender followed a series of broadcast appeals made by Winchell. He appealed to Macri, pointing out that he had a wife and two children and never had been in trouble before. Macri operated a women's dress-manufacturing shop in the building in which the union organizer was killed.

"Come in, B.M., come in to me", Mr. Winchell appealed. "Don't forget, the \$25,000 reward is - for DEAD or ALIVE!"

The columnist met the fugitive and a go-between and shortly afterwards surrendered the wanted man to the police and entered a claim for the reward for the Cancer Fund, of which he is treasurer.

On Aug. 25, 1939, Louis (Lepke) Buchalter, head of Murder, Inc., and wanted as Public Enemy No. 1, surrendered to Mr. Winchell and was turned over to the authorities. He afterwards was convicted and executed.

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COLOR TV READY BUT CONDON EXPERTS WANT ONE SYSTEM ONLY

A committee of independent experts Tuesday, July 11, said color television may be safely authorized now, but only one system should be adopted.

The report was by the Senate's Advisory Committee on Color TV, set up a year ago.

Headed by Dr. Edward U. Condon, Bureau of Standards Chief, it included Newbern Smith, Bureau radio expert; Stuart L. Bailey, President, Institute of Radio Engineers; William L. Everitt, University of Illinois, and Donald G. Fink, Editor, Electronics Magazine.

The Committee asserted:

1. Color TV can be handled within the bandwidths now assigned to black-and-white.
2. Three systems - Radio Corp. of America, Columbia Broadcasting System and Color Television, Inc., are available in the band-width.
3. Because of wide differences in engineering details, the three systems are "mutually exclusive - one and only one must be chosen for general licensing."

The experts avoided a choice of the three.

The report is now being reprinted and copies may be had by addressing Senator Edwin C. Johnson, Chairman, Senate Interstate Commerce Committee, Washington, D. C.

In a reply brief filed Monday, July 10, with the Federal Communications Commission, the Columbia Broadcasting System pointed out that the "Proposed Findings of Facts and Conclusions" recently filed by RCA in connection with the FCC's color television hearings "are on their face clearly self-contradictory, incomplete and superficial."

Even a brief analysis of the RCA "Findings", the CBS "Reply" noted, discloses that the "so-called 'Findings' ignore the record, are against the great weight of the evidence, and in many cases are not even supported, but are actually contradicted, by the few citations which RCA has furnished."

Similarly, CBS said, CTI's proposed "Findings" are "subject to the same basic and fatal defect as RCA's document in their almost exclusive reliance on CTI's own witnesses, and in their wholly ignoring all adverse testimony."

The failure of the Radio Manufacturers' Association, Philco and DuMont to file "Findings", CBS noted, even though they had been invited by the FCC to do so, exposes the fallacies of their claim that color television should further be delayed.

The RCA brief concluded:

"The RCA case, in sum, is that its color system, by the use of the most advanced techniques of modern electronics, permits the highest color standards of any system before the Commission. The color fidelity of the RCA system is not compromised, as is that of CBS, by the necessity to select color primaries to reduce flicker. The RCA system is fully compatible - a factor of greatest importance in making it possible for the broadcaster to promote color now.

"The CBS case does not directly attack the fundamental capability of the RCA system to do what RCA says it will do. But, by concentrating on some of the apparatus defects which appeared at the RCA demonstrations of last Fall, CBS rides the theme that there is 'grave doubt' whether all these defects have been eliminated.

"This is the CBS of its proposed findings, and, in large part, the CBS of the hearings.

"But there is another CBS. When pressed on cross-examination by some of the Commissioners themselves, CBS gave some answers which are an interesting contrast to the 'grave doubt' theme of the CBS findings."

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TV SERVICE RATES LOWERED; BETTER BUSINESS BUREAU COMPLAINTS

The RCA Service Company this week announced reductions in its factory-service television contract prices resulting largely from the development of what it says improved RCA Victor television receiver chassis which is expected to reduce installation and normal servicing costs.

Offering performance with 30 per cent fewer parts and 20 per cent fewer connections, the new chassis is incorporated in all new RCA Victor television receivers, to be publicly introduced July 17.

In making the announcement, C. M. Odorizzi, Vice President in Charge of RCA Victor Service, voiced a warning that the television industry is facing a critical shortage of trained service technicians.

Hugh R. Jackson, President of the Better Business Bureau of New York, last week declared that the high volume of complaints received in connection with television set sales and servicing in the last five months had shown the need for a vigorous drive to curb the misleading practices and to give the public unbiased, authentic facts on essential points of buying sets and obtaining service.

While blaming the frauds on a small element of those in the trade, he called them a serious threat to a bright new industry.

In the first five months of this year, Mr. Jackson said, a total of 2,202 inquiries and complaints regarding radio and television were received. Complaints alone numbered 1,263, an increase of 233 per cent over the number received in the same category during the like period of last year.

This unusual rise in complaints was the highest for such a period during the twenty-eight years of the B.B.B.'s history, he added. The amount of increase ran far ahead of the estimated 110 per cent of set sales in the metropolitan area, and the total was 18 per cent of all merchandise complaints, compared to 7.9 percent last year.

Mr. Jackson offered a code of standards for the advertising and selling of television sets, radios and home appliances, prepared by the bureau and already endorsed by important trade groups in the city. This code will become effective on July 15, and will be administered by a new division of the bureau.

Three main phases of the campaign will be voluntary adoption of these standards, action where necessary by the new division, and distribution of a guide for consumers.

The guide, which gives forthright facts about television set reception, certain limitations of receivers and detailed advice on manufacturers' guarantees, and on types of service contracts, will be distributed through cooperating groups. These include a representation of nearly all of the city's 3,000 radio-TV retailers. Individuals may obtain copies at 10 cents each by addressing requests to the Better Business Bureau, 280 Broadway, New York 7, New York.

Emphasizing that the lower prices on RCA Factory-Service Contracts result largely from RCA Victor and RCA Service Company research, engineering, and experimentation which produced the new, more efficient, easier-to-service chassis, Mr. Odorizzi said that the lower prices would apply to two basic factory service contracts, providing, respectively:

Plan 1: Installation, a year's guarantee on parts and picture tube, and unlimited service for 90 days, with service as needed thereafter at a flat rate of \$5.75 per call.

Plan 2: Installation and a year's unlimited service and picture tube and parts protection at a "package" price.

For the full-year service and parts-protection plan, the new prices covering 10-inch and 12 $\frac{1}{2}$ -inch RCA Victor receivers are \$39.95 with built-in antenna and \$59.95 with standard outdoor antenna. These prices represent a substantial reduction in each category from the previous prices for 12 $\frac{1}{2}$ -inch receivers.

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MARSHALL FIELD'S CHICAGO NEWSPAPER ASKS \$64 TV QUESTION

(Reprinted from Chicago Sun-Times Talkies column by Kay Allen)

The Question: Which "normal activities" have you sacrificed because of TV?

The Place: Ohio and Michigan.

The Answers:

Mrs. Ruth Cohen, Garfield Park, housewife: "We haven't gone to movies much since we got our TV set. We used to enjoy going out to shows a great deal before. Also I used to play cards. Now we find that there are so many good programs to enjoy at home in our easy chairs. I wouldn't say we've 'sacrificed' anything; we've just changed our habits of entertainment."

Jack Hoefler, North Side, salesman: "In my case, pleasure interferes with business. I used to do a lot of calling on accounts before TV. Now I do very little business in the evenings. I don't see as many movies as I did. The shows on TV are a good substitute. I guess I save cash there."

Nancy Wright, North Side, singer: "I have a TV set at home and I enjoy it a great deal. As a matter of fact, I have appeared on TV. I think one would be foolish to 'sacrifice normal activities' for TV amusement, however. There's room for a lot of improvement in the programs on all stations."

T. N. Ford, North Side, salesman: "Why it's mostly reading and going to movies that I have given up. I used to read a great deal more magazines, books and newspapers. I saw many more shows. Now I find I learn a lot and am entertained too by staying right in the house watching TV."

Mary Saigh, Austin, student: "Having TV has affected mostly just my movie-going. I used to go to shows two or three times a week. I've gone to the theater twice in the last two months. You can see some good movies as well as other programs on TV."

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VAST COMMUNICATIONS IMPROVEMENTS NEEDED, ARMY TOLD

Despite the great progress which has been made in all forms of communications, they are still inadequate to meet requirements of the present, Brigadier General David Sarnoff warned at Fort Monmouth today (Wednesday, July 12).

Speaking at the U. S. Army Signal Corps ROTC Summer Camp attended by members of the Signal Corps, under the leadership of the Chief Signal Officer, Maj. Gen. S. B. Akin, who had as guests and Presidents and representatives of 40 colleges and universities, General Sarnoff declared that no nation will remain strong if it

relinquishes even for an instant, its interest in the development of science and communications. He urged military leaders and educators to encourage the pioneering spirit of youth in science to make America's national defense more secure and to more readily achieve world peace.

"We live in an unstable world that faces sudden changes and unpredictable crises that call for swift action", declared General Sarnoff. "Therefore, communication facilities must be rapid, reliable and adequate. They can be used effectively to advance our purposes on the educational, commercial, political and military fronts."

The "Voice of America" is still a whisper, he said, and it reaches a trifling percentage of the world's population. He pointed out that an effective and world-wide network system of broadcasting is vitally needed.

"Should war ever come again, television will be a vital factor in communications on land, sea and in the air", he said. "No matter where a battle is waged, it will be under the eyes of television and will be viewed by the military strategists even across the seas. In fact, it is within the range of possibility that the general public itself may be able to see the action on a battle line while sitting in their homes in front of their television sets.

"Television must be extended beyond our borders and it is none too soon to begin in earnest the development of a system of international television. It can be done. If we add television and strengthen sound broadcasting in the international field, we shall be able to extend the Voice and Vision of America to many parts of the world. Our way of life and democracy in action could be seen as well as heard by people struggling for freedom from Communism.

"The need for direct and instant communication with all parts of the world calls for more channels than are now available for use in the radio spectrum. To meet this challenge we must develop additional channels in other parts of the spectrum. Also, we should increase the speed of communications by passing more information over the frequencies that are available. Ultrafax, a system of communication capable of transmitting a million words a minute, is beyond the laboratory stage. It is ready for military and commercial development.

"International telephony, too, is limited in its present speed and scope. There is need for wider services and greater flexibility."

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SCISSORS AND PASTE

An Old Newspaper Pal Sizes Up Bob Kintner
(Robert H. Fetridge in "New York Times")

Not so many years ago we rubbed shoulders in Wall Street with a young financial news reporter of The New York Herald-Tribune, by name Robert (Bob) E. Kintner.

During the last war we would run across his name in the various jobs assigned him by the Army and noted in 1944 that he had received his medical discharge with the rank of lieutenant-colonel.

Just last week we were ushered into the office of the president of the American Broadcasting Company. And who should be staring at us from the desk in the corner? Yep! None other than Bob Kintner.

He had successfully bridged that gap between newspaperdom and a post of top quality in the business world. And, seemingly with the ease that a newspaperman can one day handle an intricate trial story and the next be in the midst of reporting a world war.

Kintner's introduction to the radio world was quite sudden and unexpected. He left the Army with the firm intention of returning to newspaper work. But he had hardly shed his uniform when Edward J. Noble, Chairman of ABC, and whom Bob had known in Washington as the Under-Secretary of Commerce, invited him to lunch. ABC had been a subsidiary of Radio Corporation of America and the junior network in the National Broadcasting System. When the Government split the ownership of the two networks, Mr. Noble stepped in, relinquished some of his duties as head of Life Savers Corporation and plunged into the radio broadcasting field.

At this luncheon, Ed waid: "Why don't you come into radio?" In a matter of days, Bob was installed as Vice President of ABC. That was in 1944. Just this year he was elected President.

The transformation and interweaving of radio and television broadcasting has presented some mighty complex problems for the networks.

Curiously enough, Bob has also emerged as one of television's master salesmen. Under his direction the network has just completed a record week from the standpoint of new programs purchased and television network sales. He has wrapped up eight evening half-hour periods to nine different sponsors, for gross business of \$4,000,000. If this sort of thing goes on, it won't be long before paid TV programs will span a twelve-hour period each day of the week and run over into other hours.

Suggests Radio Weather Reporters Skip Barometer, Etc.
(W. A. Williamson in "The Washington Post")

If broadcasters of Weather Bureau reports realized how few listeners understood accurately the significance of barometer dial movements, they would omit all barometer talk for the same reason that the bureau omits it.

"The barometer is falling", we are told. "So what", responds the listener. Bureau nontechnical, simple worded reports, are frequent. They omit reference to the celestial and terrestrial signs and portents being studied. Nothing is said about the captive balloons sent high aloft to record wind currents or the many other animate and inanimate sources being tapped for weather information. Our newspaper and radio simply give the end product, which "speaks to us with most miraculous order".

Thousands of Washington area early rising workers, keen for the early radio weather reports, live high up in apartment buildings. For at least the half of each year a look out of their windows discloses "darkness there and nothing more". Even during the Summer they lack means for noting roadway and walking conditions.

Each day's clothing and accessories decisions must be made quickly. So, if the radio voice will skip the barometer surplusage and the amusing solicitude for farmers in Maryland and Virginia and use a firm voice in telling what to wear and carry along, it will help no end.

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Attention Members of Congress!
(Reuter's-London)

The world's most elaborate amplification system, now being installed in every part of the new House of Commons, is the direct result of a wartime Churchill decision.

Planning the design of the new House, a team of members of Parliament, headed by Winston Churchill, then Prime Minister, decreed that so far as possible the new Commons should be a replica of the one destroyed by Hitler's bombs in 1941.

The old House was planned a century ago, however, and the high oak roof meant bad acoustics. Consequently, the new Commons will have 550 loudspeakers.

The eye of tradition will not be outraged either. Engineers have taxed their ingenuity and the loudspeakers are concealed cunningly in carvings on oak desks, on pillars and head rests and even hidden behind plaques bearing the portcullis design that is the symbol of the Commons.

Sound experts emphasize that amplification will be so gentle as merely to raise the voices of speakers to "comfortable hearing level" in every part of the chamber.

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John S. Hayes, Vice President and General Manager of Station WTOP, Washington, D. C., will serve as Chairman of Business Employees' Unit I in the 1951 Community Chest Federation Campaign in the National Capital. Solicitation will begin early in October.

A new motion picture that shows the evolution of a modern television receiver, from designer's drafting board to finished product, has been produced by Philco Corporation and is being shown by the company's distributors throughout the country. Theme of the new movie, entitled "The Story of Philco Quality in Mass Production" is the precision and careful control of quality in each step of manufacturing television components as well as the complete receiver.

National Airport in Washington, D.C. is one of 44 terminals operated by the Civil Aeronautics Administration that will be equipped next year with the latest thing in aircraft direction-finders.

Known as "Very High Frequency Aircraft Direction Finders" (VHF-ADF), the device makes it possible for the airport traffic controller to know definitely which of the planes on his radar screen is communicating with him by radio.

A CAA spokesman said a contract with the Bendix Aviation Corp. calls for first delivery of equipment in July, 1951. Installation will begin a month later.

Rear Admiral Walter Albert Buck, U.S.N. retired, has been elected Vice President and General Manager of RCA Victor Division, Radio Corporation of America, to succeed the late John G. Wilson.

Admiral Buck has served as Operating Vice President of the RCA Victor Division since January 7, 1949. He had previously been President of Radiomarine Corporation of America, a service of RCA, which he joined upon his retirement in March, 1948, from the Navy. In retiring from the Navy, he ended a distinguished career of 30 years in the service, the last two of which he served as Paymaster General and Chief of the Bureau of Supplies and Accounts. For his services in World War II, he received the Legion of Merit with Gold Star and other honors.

A scheduled tour of American service bases in Germany by Ralph Edwards and his CBS "Truth or Consequences" show was canceled last week by the United States Army, because of lack of overseas military air transport, brought about by the Korean crisis.

Fourteen members of the cast had been flown from Hollywood to Westover Field, Mass., on Sunday, preparatory to taking off for Frankfurt, Germany. They were notified late last Thursday afternoon that the flight, scheduled for Friday morning, had been canceled.

The "Truth or Consequences" company had been scheduled to entertain at Heidelberg July 16, Frankfurt July 17, Wiesbaden, July 18, Berlin, July 19, Nurnberg July 21, and Munich July 22.

Ralph Edwards and his wife are in Europe already, having sailed June 27 on the S.S.America.

Leslie Atlass, CBS Central Western Vice President, and Manager of Station WBBM, has just introduced a new documentary series dealing with race relations in Chicago. The series is captioned "The Quiet Answer" and is set for a seven weeks' run.

Half-hour shows, written by Perry Wolfe, will make use of taped reports culled from about 100 hours of wire-recorded interviews conducted by Wolfe, Dave Moore and Fahey Flynn, narrator of the series.

Station's previous documentary, "Report Uncensored" carried in 1948, copped top public service honors including a personal presentation to Mr. Atlass by President Truman and Variety's showmanship award.

The RCA Victor Division of the Radio Corporation of America has completed arrangements under which the Commercial Credit Company, national financing organization, will finance sales of RCA Victor products from distributors to dealers, and will also underwrite time payment sales by dealers to consumers. While the pact applies to the company's complete line of products, it is expected that television and radio distributors and dealers will be the principal participants.

Mrs. Clarence Day, who controls the rights to "Life With Father", has filed suit in United States District Court for an injunction restraining the National Broadcasting Company from continuing presentation of its new program, "My mother's Husband" starring William Powell.

In her complaint, filed by Basil N. Bass, Mrs. Day alleges that "My Mother's husband" infringes the copyright covering "Life With Father" and represents unfair competition. She seeks damages of \$250 for each time that the program was heard. "My Mother's Husband" has been carried the last two Sundays by NBC.

Ed Wynn is the latest star in television and radio to move from CBS to NBC. The acquisition of Wynn follows closely on Groucho Marx' move to NBC and the signing of Bob Hope.

A new RCA Senior VoltOhmyst, first electronic service-type voltmeter providing direct peak-to-peak measurement of complex wave shapes up to 1400 volts is being offered by the Test and Measuring Equipment Section of the RCA Tube Department.

Especially designed for television signal tracing and industrial servicing, the new RCA Senior VoltOhmyst, WV-97A, contains a full-wave, high-impedance, high-frequency signal-rectifier circuit featuring wide frequency response and high voltage ratings.

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HEINL NEWS SERVICE

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JUL 20 1950

Radio — Television — FM — Communications

NILES KAMMELL

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heinel, Editor

Founded in 1924

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INDEX TO ISSUE OF JULY 19, 1950

SEP 5 1950

USC GENERAL LIBRARY

Doubt TV Is Headed For Mothballs - Anyway Not Before Election....1

Bruce Geddes, Son Of Bond Geddes, Dies In New York.....3

A.T.& T. TV Net To Pacific Coast By 1952.....3

FCC Color Decision By September - Maybe.....3

Supreme Court Justice Censures Radio, TV, Trial Publicity.....4

Stanton, CBS, Combined Network Time Conference.....4

KTSL Gets First TV Grant Since Freeze.....5

"Falsehoods" Fulton Lewis Answers To "Hitler Advice" Charge.....6

Mayor O'Dwyer Opens "Television Week" In New York.....7

Educators Told About Tape Recording Possibilities.....8

Binghamton Paper Makes Hit With Weekly Program Booklet.....8

Soviet Population 211,000,000; 1,300,000 Radios.....9

Strouse, WWDC, Washington, Heads Broadcasters' FM Committee.....10

Believes Radio Far From "Dead".....10

Standards Bureau Reports On Electrodynamic Ammeter For VHF.....11

Record High Circulations Maintained By Dailies.....12

Col. McCormick, WGN, Honored.....12

Scissors And Paste.....13

NBC Accredits 14 More As War Correspondents.....14

Trade Notes15

July 19, 1950

DOUBT TV IS HEADED FOR MOTHBALLS - ANYWAY NOT BEFORE ELECTION

One of the biggest nightmares the broadcasting industry has had in connection with war preparations is the rumor that because television is using 12 channels of six megacycles (6000 kilocycles) width, which might interfere with the radar screen to ring the country, all television stations, 106 to be exact, may be closed down. However, this is not taken too seriously in certain quarters.

Oddly enough, one of the first arguments advanced against the report is that it is too near the Fall elections and not only would Senators and Representatives up for re-election be deprived of one of the greatest publicity mediums yet devised, but high officials from the President down would likewise lose this valuable outlet. Furthermore, it would be a headache for any politician in a television area to have to try to explain the necessity for suddenly blacking out the 6,500,000 television sets of the country.

One observer pointed out that military authorities themselves may have encouraged the television shutdown rumor as an indication of what punishment could be meted out to broadcasters in case they allowed their commentators to become too critical - such a situation as General MacArthur has just had to deal with as a result of a subordinate trying to force newsmen to write only favorable things about the Army in Korea.

If true, there could certainly be no justification of this found in World War II. Under the voluntary radio censorship so wisely administered by J. Harold Ryan, it was doubtful if there was ever a single serious complaint that was not quickly adjusted. No nation probably ever received finer cooperation than the United States did from the broadcasters.

Much more plausible than the rumor that the television stations may be closed down is a report that the Government's call for essential materials used in the manufacture of television sets may cause a shortage of receivers in the Fall.

Frank A. D. Andrea, President of the Andrea Radio Corporation, revealed last week that the Army Signal Corps already has awarded contracts totaling more than \$36,000,000 to thirty-six component suppliers and set manufacturers for electronic equipment.

The contracts require manufacturers to supply tubes, amplifiers, power units and other parts and components used in television manufacturing. Mr. Andrea said the contracts aggravate a shortage of components and parts already a serious threat to huge production plans of manufacturers of television receivers.

New large-scale contracts for electronic equipment for the expanding armed forces are a strong possibility because of the Korean situation, Mr. Andrea went on. He said that the Navy had

just sent out invitations to virtually all suppliers to bid on a considerable quantity of components and parts and that many of the materials listed were used in the manufacture of television receivers.

Suppliers of resistors, small but vital components of television sets, are taking advantage of shortages in their product, Mr. Andrea reported. He said his company, "which is no RCA, Philco or Admiral", had to pay \$50,000 for a quantity of resistors during the week. In the preceding week, an identical quantity of resistors cost \$20,000, he added.

During the week one of the largest resistor suppliers in the country increased prices from \$10 to \$18 a thousand", he declared. "No reason was given for the action."

Resistors may well prove the bottleneck of television production. Without large-scale diversion for electronic products for the armed forces they are now on a thirty-nine week delivery basis, and further tightening of the supply will certainly cut production of television receivers.

"Some of the largest television manufacturers in the country are aware of the shortage that additional Government electronic contracts will cause in receivers", Alfred E. Zipser, Jr. writes in The New York Times. "Admiral Corporation, which plans to turn out 1,000,000 sets this year, has no contracts yet, but John Huarisa, Executive Vice President, is in Washington now talking with Government officials.

"A spokesman for the Radio Corporation of America, one of the companies receiving a contract for more than \$100,000 from the Signal Corps, said these contracts would not upset receiver production for the industry."

G. Fossum, General Manager of the Radio and Television Division of Stewart Warner Corporation said at a distributors' convention in Chicago last week:

"The Korean war is a factor which can overnight paralyze the television industry because of electronic needs of the armed forces. This can instantly curtail completely production of sets - this Fall or at any time from now on out."

"Right now", he said, "there is a shortage of component parts for television, as a result of which manufacturers cannot make all of the sets for which they have capacity."

Labor costs and material costs are going up, he added, and "there is a possibility of set prices increasing by October.

R. C. Sprague, President of the Radio, Television Manufacturers' Association, said immediate military needs for electronic equipment and components have not yet been disclosed, if actually drawn up, but informal estimates indicate that requirements for the Korean situation can be met by the industry without serious cutbacks

in radio-television civilian production. Over-all requirements for Korea, he said, are not expected to exceed 20 percent of the industry's output and may be only 10 to 15 percent, RTMA was told.

However, RTMA pointed out that the situation can become aggravated quickly and that in event of an all-out mobilization the entire resources of the industry will be required for military purposes.

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BRUCE GEDDES, SON OF BOND GEDDES, DIES IN NEW YORK

Bruce Bond Geddes, 42, radio broadcast engineer for United Nations at Lake Success and former broadcast engineer at Station WTOP in Washington, D. C., died in his sleep Sunday, July 16th, at Great Neck, N. Y.

Mr. Geddes was born in Omaha, Nebr. He attended Central High School in Washington and was a member of the Washington High School Cadet Corps. He also attended Maryland University and Bliss Electrical School.

His father, Bond Geddes, 20 Grafton St., Chevy Chase, Md., is Executive Vice President of the Radio Manufacturers' Association. His brother, Gail G. Geddes, of the National Association of Manufacturers' New York staff, died in an automobile accident three years ago.

Before joining Columbia Broadcasting staff in Washington, Mr. Geddes was with the old Atwater-Kent Manufacturing Co. in Philadelphia. He worked at WJSV and WTOP in the Capital for 17 years before going to the United Nations staff a few months ago.

He is survived by his wife, Mrs. Marjorie M. Geddes, and two daughters, Sue, 15, and Ellin, 7, and his parents, Mr. and Mrs. Bond Geddes.

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A.T. & T. TV NET TO PACIFIC COAST BY 1952

Extension of the American Telephone & Telephone Company's television network to the Pacific Coast, Leroy Wilson, President of the company said at a stockholders meeting, was expected around the end of 1951, though specific dates were hard to determine.

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FCC COLOR DECISION BY SEPTEMBER - MAYBE

Unless the war conditions knock everything into a cocked hat, the Federal Communications Commission reports it expects to hand down a final decision on color television by Labor Day.

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SUPREME COURT JUSTICE CENSURES RADIO, TV, TRIAL PUBLICITY

Dedicating the new law school building of Stanford University in California, Robert H. Jackson, a Justice of the United States Supreme Court, declared last Saturday, July 15, that radio, television, news reels combine to bring to jurors "matter which the judge rules to be inadmissible and keeps the lawyers from presenting in court."

He criticized the appearance of picket lines outside courtrooms but added "the picket line, by its very crudeness and self-evident impropriety, is likely to offend the juror." Therefore, he said, it may constitute less actual danger than "subtler and more respectable" influences.

"If the agencies that make and convey public opinion do not cooperate and respect the judicial process sufficiently to forego scooping it, pressuring it or circumventing it, fair trial in this country is headed in the direction we so deplore when we see examples of farcical trials abroad."

"There is often ground to suspect", he added, "that the forces that pressure the courtroom from the outside have had aid and comfort from the inside. And disorderly, obstructive, contemptuous or defiant demonstrations within the courtroom can only be charged to lawyers."

Mr. Jackson warned that all this leads to the growing attitude that judicial control of a court "is a sort of tyranny; that a courtroom ought to be a cockpit without rules, the trial a free-for-all, into which the participants are free to throw anything they please."

Referring to the organization of picket lines on behalf of litigants who, he said, felt that newspapers and radio commentators marshaled the weight of public opinion against them, Justice Jackson asserted that such efforts of course menaced the fairness of the trial process.

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STANTON, CBS, COMBINED NETWORK TIME CONFERENCE

The procedure by which the Association of National Advertisers Radio and Television Steering Committee would meet separately with representatives of four national radio networks to discuss declining radio time values was termed unnecessary yesterday, July 18, by Frank Stanton, President of the Columbia Broadcasting System. In accepting the A.N.A. bid to conferences on July 26, Mr. Stanton proposed that, for purposes of a scheduled presentation of radio listening study, a combined meeting of all network representatives be arranged. An A.N.A. spokesman said yesterday that such an arrangement was agreeable if all invited networks desire it. It had been felt that since the networks are competitors, they would prefer separate discussions in connection with the subject, including the presentation.

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KTSL GETS FIRST TV GRANT SINCE FREEZE

In the first such order since the big freeze began, the Federal Communications Commission last week authorized the Don Lee Broadcasting System to convert its experimental TV station on Mt. Lee to a full-fledged commercial station. Station for the first time last night used the call letters KTSL on the air. The experimental outlet, KM2XBD, has been in operation since 1931. Since 1948 it has had a temporary authority to handle commercial programs on Channel 2.

Thomas S. Lee Enterprises, operators of Don Lee, recently asked permission of the FCC to move its transmitter to Mt. Wilson, but the FCC has refused on the grounds that its freeze order prohibits new construction.

The Commission addressed the following letter to Lewis A. Weiss:

"The Commission has given consideration to your petition filed on June 26, 1950, requesting that the Commission grant immediately your pending application for 'modification of construction permit for commercial television facilities' in Los Angeles, California.

"The Commission does not agree with the statements contained in this petition that Don Lee is presently the holder of a commercial television construction permit. The application for extension of the construction permit issued to your organization before the war was expressly dismissed by the Commission by orders dated February 1, 1946 and September 30, 1946. The hearing that was held in Los Angeles treated your application as one for a construction permit for a new commercial television station. The records of the Commission are clear that both you and your counsel on numerous occasions have treated the instant application as one for a construction permit rather than an application for modification of an existing construction permit.

"Treating your petition as a request to grant an immediate construction permit on Mt. Wilson, the Commission is of the opinion that the 'freeze' policy - adopted September 29, 1948 - aside from other legal problems raised by the application - is a bar to favorable action on your application. However, the Commission is of the opinion that since you have been operating a television station from Mt. Lee since 1939 and since you have been operating that station on a full commercial basis pursuant to an STA since May, 1948 - prior to the institution of the 'freeze' - it would not be inconsistent with the 'freeze' policy to grant a regular construction permit for a commercial television station at the present location and with the present power and antenna height of your experimental television station on Mt. Lee as specified in BMPVB-246.

"Accordingly, pursuant to Section 1.383 of the Commission's Rules and Regulations, the Commission has granted your application on the condition that within 15 days from the date of this letter you file with the Commission an application for modification of permit specifying the present location and the present power and antenna height of your experimental television station on Mt. Lee."

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"FALSEHOODS" FULTON LEWIS ANSWERS TO "HITLER ADVICE" CHARGE

Senator Hubert H. Humphrey, (D.), of Minnesota, produced documents in the Senate last week purporting to show that Fulton Lewis, Jr., radio commentator, offered Hitler advice in 1940 on how to end the war between Britain and Germany.

Mr. Lewis issued a statement terming material in the documents "false-hoods out of the whole cloth". He added that "Senator Humphrey knew and has proof of that fact when he gave them to the press."

The commentator, according to the Associated Press, previously had denied giving advice to Hitler and had made public one of the documents, along with copies of letters to support his denial. He said that Mr. Humphrey also had copies of those letters.

Mr. Lewis said that Mr. Humphrey, in "carefully withholding" what Mr. Lewis called the "repudiation" of the documents, demonstrated the Senator's "ethics and intellectual integrity".

The documents say that Mr. Lewis proposed to the Nazis that Hitler appeal to President Roosevelt to bring pressure on Winston Churchill to end the "senseless pigheadedness" of England's resistance to Germany.

Mr. Humphrey said in a statement put in The Congressional Record that authenticity of the documents has been confirmed by the State Department. He added that he asked the department about the documents because of a June 21 story in The New York Post that described Mr. Lewis as a volunteer adviser to Hitler in 1940. The Humphrey letter to the StateDepartment said:

"The charge that a prominent radio commentator secretly collaborated with Nazi agents and offered advice to Hitler is a shocking one."

The Senator demanded that "the full truth about this matter" be revealed.

In reply, the State Department confirmed the existence of documents mentioned in The Post story. It said that they had been seized from the Nazi Foreign Office by Allied forces in Germany. Dated July 26, 1940, one is a purported memorandum from the late Kurt Sell, then press adviser to the Germany Embassy in Washington, to the Nazi Foreign Office. The memorandum sent to Berlin from Havana, Cuba, said:

"Fulton Lewis approached me yesterday (Lewis), who has been friendly with me for twelve years, highly respectable, an American journalist, admiring Germany and the Fuehrer, a political commentator with Mutual Broadcasting, and who, a few months ago, received 60,000 enthusiastic letters on response to one single radio talk.

"L., who travels about a great deal, and on the occasion of Republican and Democratic conventions, came together with Americans of all strata and regions, declared that the people wanted no war, but were rather defenseless against Roosevelt's refined tactics, especially now that he has made Congress a yes-apparatus without a will of its own, by means of the cornucopia of gigantic contracts of all individual states.

"He requests therefore to be allowed to expound the following idea, which he has discussed with several serious-minded people: have the fuehrer send a telegram to Roosevelt of not more than 200 words x x x of approximately the following content:

"'You, Mr. Roosevelt, have many times turned to me with appeals, and have constantly expressed the wish to see a bloody war averted. I have not declared war on England, but on the contrary have constantly emphasized that I do not wish to destroy the British Empire. My repeated invitations to Churchill to be reasonable and to arrive at an honorable treaty of peace have been stubbornly refused by Churchill.

"'I know that it will go very hard with England if I really order total war against the British Isles. Therefore, I request you, for your part, to approach Churchill and to talk him out of his senseless pigheadedness.'

"Lewis added, Roosevelt would naturally answer with incivility and animosity; that didn't matter. But upon the North American people, and above all, upon South America, the appeal will make a deep impression and in no case would be interpreted in serious-thinking circles a weakness."

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MAYOR O'DWYER OPENS "TELEVISION WEEK" IN NEW YORK

Discounting "talk" about moving headquarters of the television industry from New York to Hollywood, Mayor O'Dwyer said yesterday (July 18) that the city would do everything possible to make New York the television capital of the world.

Speaking at a ceremony on City Hall steps marking Television Week, the Mayor predicted that by 1952 television would take political campaigning "back to the face-to-face contests of the Lincoln-Douglas debates when voters could measure one candidate against another".

He also accepted sixteen television sets donated to city hospitals and orphanages by the Joint Committee of the Television Industry, and thanked the donors on behalf of the shut-ins at the institutions.

A recording of Mayor O'Dwyer's appearance was shown on WNBT, in New York, the same evening. Participating in the program were Brig. Gen. David Sarnoff, Bernard Gimbel, Jack Straus, head of Macy's, Ed Wynn, Drew Pearson, and others.

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EDUCATORS TOLD ABOUT TAPE RECORDING POSSIBILITIES

Not heard from as frequently as some of the other members, Paul A. Walker, Vice Chairman of the Federal Communications Commission, in addressing the Institute on Radio-Audio-Visual Education, brought up the subject of tape recording.

"Science has provided the educator with still another teaching aid, the possibilities of which are just beginning to be tested", Mr. Walker said. "I refer to the tape recorder. This device is solving the dilemma of how schools can integrate into their classroom teaching and at their own convenience the programs they desire from both commercial and non-commercial broadcasting. Much of this valuable material has heretofore been lost to the schools. The State of Minnesota, for instance, hopes to have tape recorders for all of its 500 elementary and high school districts this Fall. The State plans to maintain a library of 400 to 500 titles. One of the problems that must be solved in this connection is clearance on certain commercial programs.

"The National Association of Educational Broadcasters is now setting up a tape transcription network with 26 stations already carrying five hours of programs a week. Among the top flight programs that are planned are those winning awards at the Institute for Education by Radio and the full-length dramas broadcast by BBC.

"Tape recording opens up exciting new vistas for the exchange of the cream of educational material between schools all over the nation."

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BINGHAMTON PAPER MAKES HIT WITH WEEKLY PROGRAM BOOKLET

The Binghamton (N.Y.) Press has introduced a new method of publishing radio program listings.

For the past ten years the Press has published the coming week's programs in the Saturday issue on a standard size newspaper page, surrounded by advertising.

The new form is known as "Paradio . . . The Parade of Weekly Radio Events in Booklet Form." While it is still published on a standard size page, listings and advertisements are so arranged that readers need follow three simple instructions: 1st - Cut across full width of page on dotted line; 2nd - Lay top half section over bottom half section; 3rd - Fold both sections along heavy center line.

The reader then has an eight-page booklet about quarter-page size with the local TV programs on the cover and one day's program listings on each of the following seven pages surrounded by paid display advertising.

"Paradio" is copyrighted by A. T. Tobey, Binghamton adman.

James J. Burnett, advertising director of the Press, states that "Paradio" has made a tremendous hit with local advertisers. Approximately 50% of the space of two standard size pages is used for radio listings, and the other 50% is devoted to paid advertising space. The advertising is so arranged that when the page is transformed into a quarter-page booklet the advertising appears on each page of the booklet.

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SOVIET POPULATION 211,000,000; 1,300,000 RADIOS

A United Nations survey showed yesterday, July 18, that fewer than 1 percent of the Soviet Union's 211,000,000 people were even potential listeners to the combined barrage laid down by the Voice of America and the British Broadcasting Corporation.

The survey, made public in London, prepared by the United Nations Educational, Scientific and Cultural Organization, said there were only 1,300,000 regular radio sets in all of the U.S.S.R. on the basis of 1947 estimates, the latest available.

There are also 6,500,000 "wired receivers" in Russia over which Government-monitored and approved programs are piped to Russian listeners. The only choice afforded to listeners is between one Soviet broadcast and another.

The report did not say how many of the 1,300,000 regular Russian sets were short wave and even capable of picking up the American and British broadcasts in Russian beamed at the Soviet Union.

The survey showed that the United States was the largest radio listening nation in the world and Britain the largest newspaper reading country. It said that in the United States every two persons owned a radio set and in Britain one daily paper was sold for every two people. In the Soviet Union only one daily paper is sold for every six persons.

The United States is leading in television broadcasting with ninety-eight stations and nearly 4,000,000 sets. Britain is second with two transmitters and 250,000 sets, followed by the Soviet Union with two stations and 50,000 sets. France, the last of the four countries in the world broadcasting regular television, has two transmitters and 25,000 sets.

The survey, compiled at the request of the United Nations Subcommittee on the Freedom of Information and the Press, also included the following data:

Total circulation of daily papers throughout the world is nearly 219,000,000 a day; there are 160,000,000 radio sets and more than 44,000,000 cinema seats.

The United States is sixth as a newspaper-reading nation, preceded by Britain, Norway, Luxembourg, Denmark and Sweden. In Britain 570 newspapers are sold daily to each 1,000 persons; in the United States, 357.

But Britain is second to the United States in the number of radio sets. There are 566 sets to each 1,000 persons in the United States and only 227 in Britain.

The survey said that the Russian-wired receivers picked up broadcasts from Soviet stations and transmit them to subscribers by wire; the equipment in the listener's home consisted simply of a loudspeaker. The listener's choice is limited to the program selected for him, the survey said.

STROUSE, WWDC, WASHINGTON, HEADS BROADCASTERS' FM COMMITTEE

Membership on the 1950-1951 FM Committee was announced last week by the National Association of Broadcasters. The Chairman of the five man committee is Ben Strouse, WWDC-FM, Washington, D. C. Other members are: Frank U. Fletcher, WARL-FM, Arlington, Va.; Everett L. Dillard, WASH, Washington; Josh L. Horne, WFMA, Rocky Mount, N.C.; and H. W. Slavick, WMCF, Memphis, Tenn. All but Mr. Slavick and Mr. Horne are also members of the Association Board.

Alternate committee members are: Edward A. Wheeler, WEAW, Evanston, Ill.; Victor C. Diehm, WAZL-FM, Hazleton, Pa., and Matthew H. Bonebrake, KOCY-FM, Oklahoma City, Okla.

The committee's first meeting will be held in Washington, D.C., August 7-8.

The first day's session of this meeting will be open to all FM broadcasters who wish to attend to discuss special industry problems, Mr. Strouse announced. Some of the problems which will be on the agenda for this all-industry one day meeting will be: increased production of good FM receivers; removal of obstacles to establishment of network relays; agency recognition of FM and programming.

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BELIEVES RADIO FAR FROM "DEAD"

The obituary notices that have been written for radio broadcasting as television grows are considerably premature, in the opinion of Richard S. Testut, whose Muzak Corp. has stakes in both mediums.

"It is my belief that television will prove to be radio's best friend", Mr. Testut, a Vice President of Muzak, said. "I'll even forecast right now that in 10 years, radio will be bigger than ever, and, of course, television will be bigger, too."

Mr. Testut bases his belief on surveys and intimate contact with the situation as General Manager of Muzak's Radio and Television Division.

"Television is and will be for what I call the 'relaxing period'", Mr. Testut said. "Generally speaking, that is the evening. Only then can the majority of people take time to sit down and contribute the attention that television demands. "Except on trains, planes or buses, with which only a small percentage of the population is involved daily, television is for a stationary audience. For safety reasons, they dare not allow television sets in automobiles.

"In this connection, I'd like to point out that there are now more than 10 million radio sets in private cars. That's a big market that TV can't invade.

"There are more than 70 million radio sets in this country's homes. Forty million of those are turned on by housewives during the day while they are engaged in their housework. A woman can't be bounding around the house doing her work and still enjoy video. But that doesn't interfere with her radio listening.

"Television encourages people to stay home. How can that be bad for radio? The TV home will be a radio home, too, and, at least after the initial novelty of TV has worn off.

"There will be radio programs that some family members will prefer to what is on television at any particular time. This competition for audience also will sharpen the program quality of both mediums."

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STANDARDS BUREAU REPORTS ON ELECTRODYNAMIC AMMETER FOR VHF

In establishing standards for electrical circuits in the very-high-frequency region now so widely used by radio and television services, it is important to extend the direct measurement techniques used at lower frequencies as far as possible, the National Standards Bureau advises. Up to 300 megacycles per second the current flowing in a circuit whose physical dimensions are small with respect to wavelength is essentially a uniform quantity, and the electrical characteristics of small circuit elements may be determined directly in terms of voltage and current. This fact makes possible the establishment of a standard electrodynamic ammeter for the VHF range.

Such an electrodynamic ammeter design, employing a short-circuited ring coupled to a coaxial transmission line, has been the subject of a theoretical and experimental study by Max Solow of the National Bureau of Standards. His work extends a previous study by Turner and Michel at Yale University. Basically the method depends on a torque measurement on a conducting ring immersed in a field that does not change with frequency. This technique provides an absolute, broad-band measurement of high-frequency current, but several factors are critical in any actual design.

For minimum distributed capacitance and uniform current the short-circuited ring must be only a single turn, and the ring diameter must be small with respect to wavelength. For accurate inductance calculations the ring conductor should have a small cross section, but resistance then limits the current. A ring 1 centimeter in diameter of No. 20 copper wire is a practical size. When the ring current is small, the torque is also small, and the ring must be suspended on a delicate quartz fiber for accurate torque measurements. The coaxial line, acting as the primary current-carrying element for the electrodynamic ammeter, has several advantages over other forms of conductor. Its electromagnetic field can be calculated in a straightforward manner, and the line may be readily modified for calibration work with different types of radio-frequency ammeters.

Calibration of the electrodynamic ammeter may be accomplished directly and absolutely. A section of the coaxial transmission line, one wavelength long at 300 megacycles, is arranged with short-circuited ends to form a resonant cavity, and the torque ring is placed midway along the section. A known value of 300-megacycle power is fed into an input loop at one end of the cavity. Under these conditions the torque ring will be at a current maximum and a voltage minimum, and the measured torque on the ring will be due almost entirely to the magnetic component of the cavity field. The measurement is then repeated at 150 megacycles where the current and voltage relations are reversed, and the torque is due only to the electric component. One further measurement is needed for absolute calibration of the ammeter. The cavity resonance frequency is measured at both 300 and 150 megacycles with and without the torque ring in place. The resulting changes in frequency are then a measure of the field discontinuity introduced by the presence of the ring. After the torque and discontinuity measurements are completed, the instrument will be ready for use as a standard to calibrate other ammeters at very high frequencies.

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RECORD HIGH CIRCULATIONS MAINTAINED BY DAILIES

Daily newspaper circulations remain at an all-time high, with both morning and evening papers showing a slight increase for the period ending March 31, 1950 as compared with the same period a year ago. Sunday papers showed a small loss.

Evening papers again have the largest increase, 1.30% over 1949, while morning papers gained .60%. Combined evening and morning dailies reveal an increase of .96%; Sunday papers were down .40% under the 1949 figures.

The above percentages are based on the annual comparison made by Editor & Publisher of publishers' statements to the Audit Bureau of Circulations for the six-month period ending March 31, 1950, with those of the same period in 1949.

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COL. McCORMICK, WGN, HONORED

Col. Robert R. McCormick, Chicago Tribune editor and publisher, received an honorary life membership and citation from the DuPage County Historical Society on the WGN Saturday night radio program, featuring Col. McCormick's "History and Song" broadcast. The presentation was in recognition of his study and teaching of American history, his weekly historical broadcasts, and publication of local historical material in the Tribune.

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::: SCISSORS AND PASTE :::
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Hollywood Vet Speeds Up TV Photography
(Gladwin Hill in "New York Times")

After two years of research and technical innovation, Jerry Fairbanks, veteran Hollywood camera man and shorts producer, has perfected a method which makes possible the filming of a half-hour show in a single day. Customarily Hollywood takes a month to film an hour's cinematic entertainment.

Up to now films for TV generally have been made in either of two basic ways. One method, known as kinescope recordings, is to make a film off the face of the video picture tube. The other method is to film a "live show" by normal movie methods, a system which has not been too successful because of the need for an overwhelming mass of equipment and personnel and the limited budgets available for TV programming.

A live TV broadcast is usually the product of three cameras. In emulation, Fairbanks rejected the standard Hollywood one-camera approach (entailing long and costly repetition for different views of the same scene) and undertook simultaneous photography with three cameras. In this way, he reasoned, you could reduce filming time as close as possible to actual playing time. But the departure involved much technical and procedural pioneering.

What he has ended up with, in his "multicam" system, is a battery of three light, specially adapted movie cameras mounted on wheeled tripods so mobile they dispense with the cumbersome runways and tracks ordinarily used for movies.

The process also makes possible the incorporation in dramatic shows of out-of-studio action without awkward transition from live action to film, and with production facility comparable to in-studio work. For one production, an exciting outdoor chase on which a Hollywood company would have spent several days was shot in a single evening at a Long Beach amusement park.

Fairbanks figures that on the average \$6,000 or \$7,000 budget show, his system adds only \$1,000 to the cost of one-shot live production (along with making possible amortization through repeat performances); and that on a series, with various mass-production economies, costs can be brought below that of live production.

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Washington - A Beehive Of Indecision
(J. A. Livingston in "The Washington Post")

These are the rush-rush, early days of the last war here. The Potomac fever registers as soon as you pick up a telephone. Try to reach an old friend in the Pentagon or in the National Security Resources Board, one of the buddies with whom you fought the 1940-45 Battle of Washington. If he has any rank at all, his secretary is certain to say:

"Mr. So-and-So's in conference. He'll be tied up indefinitely. May I give him your message?" Or: "He won't be back till 7 P.M., and I'm not sure of that. Will you call back?" Yet only a month ago, the same persons would have been delighted to receive a telephone call or to meet you at the Carlton for a two-hour swapfest.

Once again, Washington officials - from President Truman, Secretary of Defense Johnson, National Security Resources Board Chairman Symington, and Special Adviser on Foreign Affairs Harriman down - are in a dither. They're planning and replanning. Ideas are born by the minute and killed every half minute; This is Washington's hour of indecision. The President, and the men around him, know where they're going but they don't know how far, how fast, or the way they're going to get there.

How like 1940 and 1941: Then we were shipping armaments to Great Britain, yet weren't at war with Germany. Today we're fighting the North Korean armies of the Kremlin, yet aren't at war with Russia. Result, President Truman is in the same fix as Roosevelt was before Pearl Harbor. He doesn't know just how big a preparedness program to embark on.

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Would Let U.S. Also Hear "Voice Of America"
(Rachel Welch in a letter to "The Washington Post")

It has always seemed faintly comical that the "Voice of America" broadcasts were inaccessible to the American public for whom it claimed to speak. There should be official resumes in our papers, and English language editions of broadcasts over the regular stations. If the news is not too secret to broadcast to the rest of the world, it shouldn't be too secret to let us in on.

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NBC ACCREDITS 14 MORE AS WAR CORRESPONDENTS

In a move to bring the listening public the most up-to-date, complete and authoritative news if trouble should break out anywhere else in the world, William F. Brooks, NBC Vice-President in charge of News and International Relations, has arranged for the accreditation as war correspondents of 14 noted NBC news reporters and commentators. Most of them are seasoned World War II battle reporters.

In accition to NBC's corps of accredited correspondents in Korea, who are spearheaded by George Thomas Folster, NBC's veteran Pacific Theater expert, are Brooks, H. V. Kaltenborn, Leon Pearson, W. W. Chaplin, Robert Trout, Lockwood R. Doty, Henry C. Cassidy, Edwin Haaker, Merrill Mueller, Morgan Beatty, Edwin Newman, James Fleming, Frank Burgholtzer and Jack Begon.

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 ::: TRADE NOTES :::
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News coverage of FDR's death in 1945 cost KMPC in Los Angeles \$11,310 in canceled programs, according to testimony given at the FCC hearing last week by station manager Robert O. Reynolds. He said the station devoted 61 hours to the event. Station owner, G. A. Richards, has been accused of slanting newscasts in favor of his alleged anti-Administration beliefs.

Reynolds further testified that FDR received almost twice as much air time during the 1940 presidential campaign as did his opponent, Wendell Willkie. Station logs introduced showed that FDR aired 28 speeches over the station to Willkie's 13.

Thomas P. Maguire has been appointed Sales Service Manager for the Columbia Broadcasting System effective July 31st. Mr. Maguire, Assistant Sales Manager for CBS since Aug. 10, 1942, replaces C. E. Midgley who is resigning to join Ted Bates, Inc.

Before joining CBS, Mr. Maguire was time and space buyer with the Blakett-Sample-Hummert agency (now Dancer-Fitzgerald-Sample) from 1931 to 1942.

Association of three radio, television and recording equipment companies in a net integrated firm was approved last Friday by their Boards of Directors. The plan as outlined by Leonard Ashback, who heads all three companies, is this:

Wilcox-Gay Corp. of Charlotte, Mich., will make a new issue of stock to purchase Garod Radio Corp. and Majestic Radio and Television, Inc., of Brooklyn, N. Y. Additional stock will be offered to the public to provide working capital. The new firm then will be called the Wilcox-Gay-Majestic Corp.

A bill introduced in the Oregon Legislature would make it illegal to sell liquor promotively advertised through newspapers, magazines, circulars, posters or radio broadcasts. The ban would be effective, according to provisions of the measure, if the beverages were advertised in national publications circulated in Oregon, or on radio broadcasts heard by listeners in Oregon.

Gene Jones, of The Washington Post, and Charley, of The Washington Herald, 25-year-old twins, photographers, have just resigned from their papers and are now enroute to Tokyo to cover the Korean war as a newsreel team for the National Broadcasting Company television network.

It was about six years ago that they packed up their gear, took a pull at their new Marine uniforms and headed for the Pacific, where they served as combat photographers for 21 months. Gene was with the Fourth Marine Division and Charley did his island hopping with the Fifth Marine Division. They finally caught up with one another during the assault on Iwo Jima.

Samuel LeSavoy, President of the McCosker-Hershfield Cardiac Home at Hilburn, N. Y., a nonsectarian institution for the free convalescent care of needy adult cardiac patients, expressed the hope this week that the home's facilities could soon be tripled. The home was founded in 1945 by Alfred J. McCosker, former Chairman of the Board of radio station WOR, and Harry Hershfield, the columnist and humorist, and is said to be the only institution of its kind in the country.

The home has facilities for forty patients at a time, or about 400 in a year. Mr. LeSavoy said it was hoped that the capacity would be 150 patients, making the home available to about 1,500 a year.

Sentinel Radio Corporation - Year to March 31: Net profit, \$47,717, equal to 13¢ a common share on net sales of \$9,072,994, compared with \$16,306, or 5¢ a share, on sales of \$6,078,634 in the previous fiscal year.

Reaffirmation of their belief in AM broadcasting as an effective and lasting medium for mass audiences was the central theme of the general managers' conference of six Gannett radio stations at Rochester, N. Y. last week.

This opinion - unanimous among the conferees - was based on extensive surveys of listenership. That research was aimed to promote "creative development, new programming ideas and a strong policy of production", according to C. Glover Delaney, Manager of Station WHTT, Hartford, Conn., and Chairman of this year's conferences.

A report of the N. Y. Public Library based on the latest available surveys in the communications field says 90 to 95 per cent of adults listen to the radio fifteen minutes or more a day; 85 to 90 per cent read one or more newspapers more or less regularly; 60 to 70 per cent read one or more magazines regularly; 45 to 50 per cent see a motion picture once every two weeks and 50 per cent claim to have read at least one book in the last year. Television figures were not yet available.

A new edition of "Headliners for Hams", handy reference folder containing the latest technical data on 30 RCA "Ham" Preference Tube Types for the radio amateur, is available at the RCA Tube Department, Harrison, N. J.

Julian G. Armstrong, 52, Director of Network Planning and Development for the DuMont television network, died Monday, July 17, at the Post Graduate Hospital in New York City after a long illness. He served with the Navy Department and War Production Board during the past war, and joined the Allen B. DuMont Laboratories, Inc. in 1944.

In Jan. 1945, Mr. Armstrong supervised the construction of Washington, D. C.'s original video station, WTTG. He subsequently planned the transmitter for Pittsburgh station WDTV.

Mr. Armstrong resided at Georgetown, Conn. He is survived by his wife, the former Mary Louise Caldwell.

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INDEX TO ISSUE OF JULY 26, 1950.

NILES TRAMMELL

Truman Made To Order For TV In 1952 - Come What May.....1

Democratic FCC Nixes Democratic Chairman's Dewey Complaint.....3

Sarnoff Leads In Pledging RCA Resources To Pres. Truman.....4

White Directs Long Lines Publicity; Wood To Gen'l Info. Dept.....5

Sen. Johnson Goes To Bat For FM; Urges It In All TV Sets.....6

WGN-TV Covers Big Chicago 4-11 Fire From Own Window.....6

WCBS, N.Y., Cleared Of Religious Censorship Charges.....7

To Take A Dose Of His Own Medicine.....8

Transit Radio Sales Increase Tenfold; Affiliated FM Apace.....8

Emerson TV Price Increase; Material Scarcity, Government Needs...9

"Voice" Broadcasts Continue In Korea; Listeners Number Unknown...9

Consolidated Edison Uses TV To Check Unnecessary Smoke.....10

BBC Building A Pentagon - Bombs To The Contrary Notwithstanding.10

6,510,500 TV Sets In U.S., NBC Expert Says.....11

TV Families Tune In Radios In Other Rooms.....11

Modern War Correspondents Carry Tape Recorders, Movie Cameras...11

FM Radio Refresher Courses For New York City Doctors.....12

Scissors And Paste.....13

Trade Notes.....15

July 26, 1950

TRUMAN MADE TO ORDER FOR TV IN 1952 - COME WHAT MAY

by Robert D. Heint

Apropos the rumor that television broadcasting might be cut off because it interferes with war radar, it would seem very much to the interest of the Republicans after President Truman's superb teletechnique in presenting the war situation to the people last week if television, if television could be closed down not only until the Congressional elections are over but until after 1952.

Even though as yet television is only available in comparatively few cities, probably more people saw and heard Mr. Truman's Korean plea than ever did in all his whistle stops put together. Add Mrs. Truman and Margaret and the picture for election purposes would be perfect. Also add the fact that by 1952 the co-axial cable to the Pacific Coast will further have cemented the East to the West.

Oldtimers who remember what a terrible time Mr. Truman used to have through lack of experience on the radio, could hardly believe their eyes and ears at the way he handled himself in bringing the Korean situation home to his listeners.

Likewise there should be a word of praise for the high quality of the transmission and the really great photography. Just as portions of printed editorials are emphasized with bold-faced type, just so did the cameramen play up important parts of President Truman's speech by large full-face close-ups so that every expression of the President could be seen and the earnestness with which he spoke fully realized.

As Jack Gould of The New York Times well said: "Television had greatness that night!"

"President Truman's appearance on television last night (Wednesday, July 19) will be remembered. For the first time in a period of national emergency, the person at home not only heard the fateful call for sacrifices to preserve his freedom, but also saw the grave expressions of the President as he explained to the country what it would mean. In millions of living rooms - from Boston to the suburbs of St. Louis - history was personalized last night.

"As matters turned out, it was not that President Truman's address in itself contained any major surprises; most of what he said had been included in his earlier message to Congress. The effectiveness of the telecast lay rather in more intangible yet infinitely real factors. There were both the reassurance and the increased understanding that come from being told the worst on a face-to-face basis and from seeing the added gesture which so often gives life and meaning to the spoken word.

"The setting for the President's broadcast was almost austere. It took place in a room in the White House where the American Flag and the Government Seal had been set in the background. The President spoke standing up before a lectern on which there were two small microphones.

"The President was dressed in his familiar dark, double-breasted suit, the emblem of the American Legion showing in his lapel. He wore a figured tie, the design of which was not too clear on the screen, and a handkerchief in his breast pocket.

"The President spoke quietly but authoritatively. In the close-up 'shots' his jaw was firmness itself. His face seemed slightly lined by the worries of his office but his manner was brisk and to the point. For the most part his head was bowed over his manuscript, but periodically he lifted his face.

"He emphasized his words in several ways. Only once did he audibly tap the top of the lectern - when he warned that we must be prepared for similar acts of aggression in other parts of the world. His face took on an air of incredulity - almost as a man might wonder over the act of a wayward grandchild - when he ex-coriated the housewife who has started hoarding sugar.

"Both in his face and in his voice there came almost a suggestion of the derisive when he noted that Soviet Russia was the only major government which had not supported the United Nations move to restore peace. Usually he underscored a telling phrase merely by a gesture with one or both hands.

"It was in the final moments of the telecast that the human equation came to the fore on the television screen. After finishing his address he waited for the announcer to give the signal for 'The Star Spangled Banner.' Apparently assuming he was off the air, he looked at the wristwatch on his left hand to check his timing. Then, as he turned to his right to leave the lectern, he could be seen smiling.

"By just being itself, television had greatness last night."

On the other hand, Drew Pearson took a sour view of Mr. Truman's broadcast, writing:

"The other night on the radio, as I listened to President Truman telling the Nation about the Korean war, I couldn't help comparing his broadcast to FDR's during the war. One gave you the impression of the master at the helm; the other of a sincere, somewhat inadequate little guy who was trying to do his best.

"I have also been reading the 'letters from readers' in the Washington newspapers of late, and noted the very large amount of misunderstanding, criticism, and opposition to war in Korea.

"Perhaps the President read these letters too. Perhaps they helped induce him - three weeks late - to tell the American

people about the fundamental issues of the war. In contrast, I recall that President Roosevelt went on the air immediately after Pearl Harbor and immediately after other grave crises - because he knew that it was so all-important to keep the American people informed and to have their support.

"Obviously, Truman must feel the same way; but he both forgets about it and lacks the polished touch and sure-fire know-how of his predecessor.

"So I couldn't help thinking, as I listened to Truman's sincere, high-pitched, and somewhat belated explanation to the American people, that what more Americans need to do, instead of carping and criticizing, is to pitch in and help out."

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DEMOCRATIC FCC NIXES DEMOCRATIC CHAIRMAN'S DEWEY COMPLAINT

A Democratic Communications Commission disregarded politics and gave a decision last week to Republican Governor Thomas E. Dewey of New York and the Columbia Broadcasting System in a broadcast the Governor had made in May. Paul E. Fitzpatrick, Democratic State Chairman of New York had claimed that it was political in nature and a distinct time abuse.

In stating its verdict the Commission addressed the following letter to Mr. Fitzpatrick:

"This is in further reference to your complaint which alleged that an address by Governor Dewey over the facilities of the stations affiliated with the CBS network on May 2, 1949, entitled 'A Report to the People of New York State' was political in nature and contained statements of a controversial nature. The CBS reply stated, in substance, that it was necessary to distinguish between the reports made by holders of office to the people whom they represented and the partisan political activities of individuals holding office. You state, for example, that it is necessary '. . . to distinguish between the President as President and Harry S. Truman as a candidate for office. Likewise between the Governor as Governor and Thomas E. Dewey as candidate for office in New York State; or a Governor proposing a legislative program and a Governor reporting on his stewardship.'

"The Commission recognizes that public officials may be permitted to utilize radio facilities to report on their stewardship to the people and that the mere claim that the subject is political does not automatically require that the opposite political party be given equal facilities for a reply. On the other hand, it is apparent that so-called reports to the people may constitute attacks on the opposite political party or may be a discussion of a public controversial issue. The Commission's views with respect to the duties and responsibilities of broadcast station licensees to make available opportunities for the expression of opposing views concerning controversial issues of public importance were set forth in

the Commission's report in The Matter of Editorializing by Broadcast Licensees. Consistent with the views expressed by us in that report, it is clear that the characterization of a particular program as a non-political address or the characterization of a particular program as a report to the people does not necessarily establish such a program as non-controversial in nature so as to avoid the requirement of affording time for the expression of opposing views. In that report we stated '.....that there can be no one all embracing formula which licensees can hope to apply to insure the fair and balanced presentation of all public issues ... The licensee will in each instance be called upon to exercise his best judgment and good sense in determining what subjects should be considered, the particular format of the programs to be devoted to each subject, the different sides of opinion to be presented, and the spokesman for each point of view.' The duty of the licensee to make time available for the expression of differing views is invoked where the facts and circumstances in each case indicate an area of controversy and differences of opinion where the subject matter is of public importance.

"In light of the foregoing, it does not appear that there has been the abuse of judgment on the part of Columbia Broadcasting System such as to warrant holding a hearing on its applications for renewal of license."

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SARNOFF LEADS IN PLEDGING RCA RESOURCES TO PRES. TRUMAN

One of the first to pledge fullest cooperation in the national effort was the Radio Corporation of America. Immediately following President Truman's Korean broadcast, Brig. General David Sarnoff, Chairman of the Board of RCA, telegraphed Mr. Truman at the White House:

"Please accept my congratulations on your illuminating messages to the Congress and the people of the United States which set forth frankly and clearly the seriousness of the situation we face and the efforts of our Nation to resist aggression and help preserve world peace.

"Speaking for the Radio Corporation of America and its subsidiaries which include the National Broadcasting Company and the RCA Communications, Inc., and for our officers and employees at home and abroad, I pledge you our fullest cooperation in the national effort. We are at your service."

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WHITE DIRECTS LONG LINES PUBLICITY; WOOD TO GEN'L INFO. DEPT.

Harold A. White, formerly area plant manager at St. Louis, was appointed Director of Public Relations last month, in charge of the Information Department. Mr. White succeeded Kenneth P. Wood, Assistant Vice President, who was transferred to the A. T. & T. Information Department at 195 Broadway, New York.

Mr. White has had experience in various areas of operation in the Long Lines Department. During the war, he occupied the post of district plant superintendent in Washington.

Following the war, he returned to New York as Staff Supervisor of Overseas Services. He continued in this capacity until the Summer of 1948 when he became General Service Supervisor in the Plant, a post he held until March, 1949, when he was appointed Area Plant Manager at St. Louis.

A native of New Haven, Conn., Mr. White was graduated with a B.S. in I.E. degree from Yale's Sheffield Scientific School in 1928. After joining the Long Lines Plant group in New York in July of that year, he held various plant assignments before he was placed in charge of personnel activities in Plant Division Seven in 1938.

Mr. Wood, who has directed the Information Department for the past two years, now heads the General Information Department group at "195" which handles the company's advertising, publication of booklets and pamphlets, and the preparation of certain material for Bell System employee magazines.

Mr. Wood came to the Long Lines Information Department in April 1948, after 18 years of experience with the Illinois Bell Company at Chicago, first in the Traffic Department and then in the Public Relations and General Information Department. A native of Chicago, he was graduated with an A B. degree in English from Wabash College in 1930. He later took business courses at night at Northwestern University.

During his 10 years in the Illinois Bell Traffic Department, Mr. Wood was successively student assistant, Assistant District Traffic Superintendent and Traffic Supervisor in the General Employment Supervisor's office and later in the General Traffic Supervisor's Section. When he transferred to the Public Relations and General Information Department in 1940, he was Employee Information Supervisor, but in the following years his responsibilities were broadened to include public as well as employee information.

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SEN. JOHNSON GOES TO BAT FOR FM; URGES IT IN ALL TV SETS

Sen. Ed C. Johnson (D), Colorado, Chairman of the Senate Interstate and Foreign Commerce Committee, gave FM quite a shot in the arm in a letter written to Irving R. Merrill, Director of the University of South Dakota's FM station at Vermillion, S. D. It had to do with the installation of FM tuners in all television sets.

Senator Johnson said he knew of no Federal agency having authority "to require manufacturers to install any particular device", but observed:

"It seems to me that if everybody interested in FM could and would get together and have a frank and full discussion of their problems and the future of FM and come up with some concrete and specific policies which represent a consensus of views, there would be a good chance of having such views implemented to the extent that they can be by the authority of the Commission (FCC).

"Moreover, even if their implementation were not within the orbit of administrative action, it would seem likely that they would get a respectful hearing if they did, in fact, represent the united position of all who are interested in the future of FM."

Referring to the installation of FM tuners in TV receivers, he said he had "taken an interest in this problem" and that "in recent days the matter has again been called to my attention by Mr. Hull (Richard B. Hull, President) of the National Association of Educational Broadcasters, and Morris Novik of New York (President of WLIB)."

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WGN-TV COVERS BIG CHICAGO 4-11 FIRE FROM OWN WINDOW

The Chicago Tribune's television station WGN didn't have to leave its studios to cover one of the biggest downtown fires the city has seen in many years.

It was a 4-11 blaze in a paper warehouse on the waterfront near the Loop a few hundred yards from the Outer Drive. All WGN had to do was to aim a television camera from a window of the Tribune Tower and broadcast a special showing of the fire while it was at its height. Thus not only the television audience but firemen at stations due to respond to additional alarms were able to view the progress of the blaze and thus be better prepared if called upon to respond.

The fire was of further interest to WGN in that the "Joseph Medill", one of Chicago's new fireboats, named after the founder of the Chicago Tribune and recently dedicated by Col. Robert R. McCormick, got its baptism fighting a real fire and according to Chief Fire Marshal Mulvaney worked "perfectly".

Several Chicago radio stations broadcast on-the-spot descriptions of the fire.

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WCBS, N.Y., CLEARED OF RELIGIOUS CENSORSHIP CHARGES

The Federal Communications Commission last week refused to go along with the American Council of Christian Churches in New York in its demand that the renewal of the license of WCBS, New York, Columbia's No. 1 outlet, be withheld until that station has changed its policies with respect to the presentation of religious broadcasts.

The FCC replied to the Council as follows:

"The petition states, in substance, that CBS discriminates against the American Council of Christian Churches in the amount of time which it allocates to that organization and that the licensee's policy, which requires religious speakers to present their views affirmatively and to refrain from attacking the religious views of others, is an act of censorship which discriminates against the American Council of Christian Churches. A copy of your petition was forwarded to CBS with a request that CBS furnish the Commission with its comments.

"The Commission has considered the facts alleged in your petition and the comments of CBS has submitted in reply. It does not appear from the information which has been made available to the Commission that the Columbia Broadcasting System has discriminated against the American Council of Christian Churches in the allocation of time for religious broadcasts over Station WCBS. Your petition contains no information with respect to the number of persons or faiths represented by the American Council of Christian Churches as compared with the number of persons and faiths represented by other religious organizations having different views. In addition, it appears that CBS has in the past offered your organization broadcast time on WCBS for the presentation of religious programs and that such offers have been rejected by your organization.

"With respect to your contention concerning the policy of WCBS which requires persons making religious broadcasts to state their views affirmatively and to refrain from attacking the views of others, your attention is invited to the Commission's Memorandum Opinion and Order In Re Petitions of The New Jersey Council of Christian Churches, and The Bible Presbyterian Church, Collingswood, New Jersey vs. The City of Camden (WCAM), Camden, New Jersey. In that Memorandum Opinion and Order a similar charge was made and the Commission stated:

"It does not appear that imposition of such requirements by the City of Camden in connection with the grant of sustaining time for the broadcast of religious services goes beyond the area of discretion in which licensees are free to make decisions as to the operation of their stations. We cannot say that a station operates contrary to the public interest because it restricts the use of radio time, made available free to the various religious denominations in the community for the broadcast of religious

services and other devotional material, to the purposes for which the time was intended and refuses to allow any of the participants to make attacks on other church groups or to engage in any name-calling.....'

"In the light of the foregoing considerations, your petition is denied."

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TO TAKE A DOSE OF HIS OWN MEDICINE

Brig. Gen. David Sarnoff, Chairman of the Board of the Radio Corporation of America, will be guest on "Meet the Press", Sunday, July 30 (5:00 P.M., EDT) over the NBC television network. The program will originate in New York for this telecast only.

Members of the press who will interview Gen. Sarnoff will be Warren Moscow of the New York Times, Ernest K. Lindley of News-week magazine, Ben gross of the New York Daily News, and Lawrence Spivak of the American Mercury magazine. Martha Rountree will moderate the program.

Printed text of General Sarnoff's testimony regarding the "Voice of America" before the Subcommittee of the U. S. Senate Committee on Foreign Relations, July 6th, is now available. Copies may be had by addressing the Radio Corporation of America, 30 Rockefeller Plaza, New York, N. Y.

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TRANSIT RADIO SALES INCREASE TENFOLD; AFFILIATED FM ASPACE

Some FM stations affiliated with Transit Radio, Inc., Cincinnati, currently are turning out a profit and others "are close to it", R. C. (Dick) Crisler, President of Transit Radio, Inc., has revealed.

He made that observation during the firm's second anniversary week July 10-17, recalling advent of the service July 10, 1948, in Covington, Ky., and adjoining areas. One hundred receiving sets were originally installed by the Cincinnati, Newport and Covington Railway.

Reviewing TR's accomplishments, Mr. Crisler said national sales are running in excess of \$14,000 - about 10 times that of a year ago - and predicted billings would triple current figures by this December.

Twenty-one transit firms now are under contract to local stations, who are represented by Transit Radio, Inc., Mr. Crisler added. By September the number of radio-equipped vehicles will be in excess of 4,500, he estimated.

Transit Radio now has 246 national advertising accounts.

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EMERSON TV PRICE INCREASE; MATERIAL SCARCITY, GOVERNMENT NEEDS

That there would be price increases from 13 to 16% on Emerson television sets was made known by Benjamin Abrams, President of the company, in New York Monday, July 24. Mr. Abrams said:

"In view of increasing difficulty in obtaining critical materials and prices of certain components, further increases may be made later", he declared.

"Increasing requirements on the part of the Government for electronic equipment are expected to tax the company's production capacity to the limit."

None of the other large television producers is planning price rises at this time, it was indicated. Most, however, admitted that material cost increases may become sufficiently numerous to force prices up later.

The Emerson increase came as a surprise to many trade members, a spot check of the city disclosed. Although the company had warned that prices on the new line shown for the first time last month were "interim", trade members did not expect increases before September.

In explaining the company's move, Mr. Abrams said that the "interim" price plan had been adopted to stimulate buying at the consumer level. He said the plan was successful.

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"VOICE" BROADCASTS CONTINUE IN KOREA; LISTENERS NUMBER UNKNOWN

The Voice of America is still probably getting its story through to Koreans from at least four Korean broadcasting stations, State Department officials said in Washington.

The broadcasts to Korea consist largely of Korean war news and the official war reaction in Washington. The war news is based entirely on Gen. Douglas MacArthur's communiques and news both favorable and unfavorable to the United States is broadcast impartially,

The propaganda part of the broadcast reflects the present State Department policy. Communists are blamed for the June invasion and the Soviet Union is criticized for its attitude toward the invasion.

The North Koreans are backing their military action with a well-oiled propaganda machine.

In the month since Communist forces first swept across the Thirty-eighth Parallel, the Pyong-lang radio has been the voice of North Korea. This station in the North Korean capital transmits an almost constant flow of words to all who will listen to the Communist side of the story.

The Pyongyang radio calls the fighting a "war of liberation" from the yoke of "the Syngman Rhee gang and foreign imperialists". Even now, after thirty-one days of fighting, it occasionally says its forces are repelling an "invasion" by "puppet forces and foreign aggressors."

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CONSOLIDATED EDISON USES TV TO CHECK UNNECESSARY SMOKE

The Consolidated Edison Company Waterside station in New York use television as a watchman to detect unnecessary smoke -- which means loss of power. The cameras are set up on the roof of 674 First Avenue, a part of the sprawling structures that cover the area from First Avenue between Thirty-eighth and Fortieth Streets to the East River. They are aimed at the top of the 250-foot stack in the northeast corner of the roof.

A spokesman pointed out that this application of television still is in the experimental stage. The cameras were put in operation less than two weeks ago and are in movable wooden housings resembling sedan chairs of the eighteenth century.

The company official called the white substance "stack emission" and said it was composed of gases, small particles of fly-ash and precipitating matter that escaped the high voltage electrodes, which remove 95 per cent of these particles from the furnaces. Fly-ash was defined as microscopic dust, mostly silicon.

"We almost never make smoke", he said emphatically. "Smoke is unburned particles of carbon and it is not only a nuisance, but wasteful."

The company has been using television for the last two years in another phase of power generating. On top of the 128-foot boilers are superheated drums containing a mixture of water and steam, which must be kept in constant ratio. By means of lights and prisms, the steam is made to appear red and the water green in glass tubes.

Television cameras focused on the tubes translate the red to white and the green to black, making it possible for men in another control room to regulate fuel intake and forced drafts to meet requirements.

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BBC BUILDING A PENTAGON - BOMBS TO THE CONTRARY NOTWITHSTANDING

One would think the British Broadcasting Corporation might have learned a lesson and not be building for its new radio centre what appears from the pictures to be such a Pentagon-like, bomb-proof target. The name of the architect is not given but the common report in Washington is that a well known amateur architect thought up the U. S. Pentagon - the late Franklin D. Roosevelt.

Pictures of the great thirteen-acre radio centre planned by the BBC at White City, Shepherd's Bush, London, may easily be mistaken for another Pentagon. Priority is being given to the television studios which will be housed in the circular section. Meanwhile a new television studio has been opened at nearby Lime Grove and will be mainly devoted to the transmission of children's programs.

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6,510,500 TV SETS IN U.S., NBC EXPERT SAYS

The number of television sets installed throughout the country reached a total of 6,510,500 on July 1, according to estimates released yesterday (July 25) by Hugh M. Beville, Jr., NBC Director of Plans and Research.

Installations of new receivers in the month of June were estimated at 296,400. This is the lowest monthly total since September 1949, reflecting the normal seasonal decline in the sales of television sets. Also it represents a decline of 42 per cent from the March, 1950, total of 508,000, which was the highest of any month to date.

The present 6,510,500 sets are distributed in 62 television markets. New York leads with an estimated 1,410,000 sets, followed by Los Angeles with 554,000 sets and Chicago with 545,000.

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TV FAMILIES TUNE IN RADIOS IN OTHER ROOM

When Father gets home and decides on choice of television programs, other members of the family quietly but firmly are turning more and more to the old standby, radio, for entertainment in another room.

This was indicated in recent Pulse surveys of simultaneous listening to radio sets and watching TV in 10 cities from coast to coast. In New York, for example, the percentage of all homes using radio and TV at the same time averaged 0.3% during 1949, 1.6% during January-February, 1950, 2.3% during March-April, 1950, and 3.0% during May-June. The general trend in other cities also was upward.

Reason Dr. Sydney Roslow, research director of The Pulse, Inc., suggested, "The novelty of TV is wearing off. In the absence of a second TV set, some members of the family are turning to radio. And perhaps, too, there is some improvement of radio programs."

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MODERN WAR CORRESPONDENTS CARRY TAPE RECORDERS, MOVIE CAMERAS

One of the most famous photographs of World War II showed General Douglas MacArthur wading ashore in the Philippines, with a CBS correspondent, portable typewriter under his arm, sloshing through the Pacific a few strides behind him.

"Today", says Wells Church, Editor-in Chief of CBS News, "that picture of a radio correspondent armed only with a typewriter is obsolete.

"The modern radio and television war correspondents", says Church, "resembles the pack soldier. He carries with him not only his typewriter, but a Minitape recorder, a shoebox-sized recording

machine for actual sounds and voices of the battle, and a 16mm camera to film the war as well as report it for CBS television news."

CBS correspondents at or heading for the Korean front, Church reveals, are all equipped with these up-to-date paraphernalia of combined radio-TV coverage.

The newest gadget, says Church, is a small playback machine, the size of two packs of cigarettes, that will enable a CBS correspondent to listen to the Minitape recordings he has made under far-from-perfect conditions. Edward R. Murrow, in the Far East, has such a miniature playback with him.

"The other equipment a radio correspondent carries", says Church, "is not visible to the naked eye...a good voice, and a highly specialized knowledge of radio facilities - where to find a microphone, a radio station, and how to relay his message halfway around the world back to America.

"Typewriter, recorder, camera, playback, as well as personal equipment, constitute quite a physical burden for the correspondent, but they're all part of the up-to-date coverage that give the best and the most to CBS radio and television audiences."

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FM RADIO REFRESHER COURSES FOR NEW YORK CITY DOCTORS

Post-graduate education in many fields of medicine will be carried to doctors by an FM broadcast series beginning tomorrow night through cooperation between the New York Academy of Medicine and the Municipal Broadcasting System.

The broadcasts are designed to carry information on the latest and best techniques and advances in medicine to the family practitioners and other doctors who are too tied up by their professional work to spare the time to attend medical lectures in person. The eight one-hour lectures will be carried by station WNYC-FM (93.9 megs) at 9 P.M. Thursday evenings beginning tomorrow and ending September 14.

Dr. Norton S. Brown, Chairman of the Committee of Medical Information of the Academy of Medicine, termed the radio lecture course "a new method of post-graduate and advanced medical education."

Dr. Brown said that a brochure outlining the lectures for broadcasts had been sent to 12,000 physicians in the New York area. From the responses it was said that the sponsors of the series felt certain of a wide and enthusiastic professional audience.

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::: SCISSORS AND PASTE :::
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TV Fair Trade Code Framed By N.Y. Better Business Bureau
("New York Journal-American")

The radio and television industry of New York City is now operating under a new code intended to protect the buying public from unfair trade practices.

The Better Business Bureau of N.Y. City formulated the code in conjunction with leaders of the industry. The action was prompted by a growing volume of complaints from radio and television buyers.

In the first five months of this year, radio and television represented the largest single category of complaints handled by the Bureau. The principal source was television with 233 per cent more complaints this year than in 1949. In the same period, the number of sets increased only 110 per cent.

Buyers contended the size of screens, performance of the sets, the coverage of service contracts and other facts had been misrepresented.

Under the code, advertising and selling practices of radio, television and home appliance dealers are defined.

In effect, it is a code of ethics.

How successful the standards will be depends upon the attitude of the dealers and servicemen for whom they are intended.

For that reason, those involved would do well to pay special attention to the first paragraph of the code:

"1. Purpose. The intent of these standards is to encourage and preserve dependability in advertising and in the selling of merchandise and services.....It is the spirit of these standards, not limited by their scope, that advertisements and accompanying practices of advertisers must be accurate, fair and truthful with respect to consumers and competitors alike."

All misleading statements about the product, half truths and the loose use of descriptive terms are barred.

Followed in its letter and spirit, the code will leave no reason for the consumer misunderstanding what is being offered. It is a fair trade code that is fair to the consumer and will go a long ways towards improving relationships between the buyer and the seller.

MacArthur And Censorship
(Drew Pearson)

General MacArthur's banning of newspapermen from Korea emphasized what the American public probably has not realized - namely that there has been virtual censorship over American newsmen in Japan for some time. Unlike news out of Germany, which has not been censored, MacArthur has constantly roved with American newsmen over their right to report what was going on in his area.

One of the men who was at first barred from the Korean front last week, Tom Lambert of the Associated Press, previously had signed a long protest to the American Society of Newspaper Editors complaining of MacArthur's censorship. Others signing the report

included representatives of the New York Times, National Broadcasting Company, Time and Life magazines.

They pointed out, among other things, that a newsman "who had written stories which occupation officials considered critical . . . had his home raided by the Army's CID and that he - the correspondent - was subjected to interrogation and threats."

"Stories on the purge", the censorship protest continued, "including many facts supplied by G-2, caused their authors to be branded personally by General MacArthur as among the 'most dangerous men in Japan.'"

Observers are now wondering whether MacArthur's censorship may not have caused not only the American public but perhaps the General himself to get the wrong view of what was happening in Japan and Korea. It was following MacArthur's assurance that he could "guarantee" success that President Truman made his fateful Korean decision. Obviously, MacArthur himself was not fully informed at the time he said this.

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FCC Charged With FM's Stunted Growth
("The New York Times")

The public has been slow to recognize the advantages of FM (frequency modulation) broadcasting, which does away with the annoyance of static and gives practically perfect reproduction of the original broadcast. Part of the radio industry, for selfish reasons, half-heartedly backed FM. The Federal Communications Commission, by changing the FM spectrum just as FM was getting started, stunted its growth. As a result, FM went into a decline which some "experts" diagnosed as fatal.

Into this gloomy picture an idea was introduced a short time ago which gives FM a second chance. On the theory that people will buy FM sets to hear programs not available on old-fashioned radios, this newspaper's radio station, WQXR, offered its programs of good music and The Times hourly news bulletins to a group of FM stations in New York State, Pennsylvania and Connecticut. Because of the special characteristics of FM, the network operates without telephone wires and therefore at much lower cost. It is thus able to bring to people who are eager for good music a consistent source of inspiration from the masters. Letters coming from the large area covered by this cooperative effort of WQXR, the Rural Radio Network and other affiliated stations are appreciative. Listeners are receiving a radio service they never had before and they have it because of FM. People in the area served by the WQXR network are starting to buy FM sets. Other parts of the country have heard about this FM venture and plans are being made to extend WQXR's service over a large part of the eastern United States.

Perhaps this is the spark needed to dramatize the advantages of FM. At least it will give those who believe in better broadcasting a chance to find out.

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:::: TRADE NOTES ::::
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Within a few weeks, maybe sooner, the full text of the Condon Committee on television may be available at the Government Printing Office, Washington, D. C., at a cost of 20¢ each. Title of the report is "Present Status of Color TV", Senate Document 197. Requests for more than 1,400 copies already have been received.

A new illuminated television alignment tool has been introduced by Spot Tools, Inc., Morris Plains, N. J. The tool has an aluminum barrel containing two batteries, a bulb, reflector and a shock resistant spring which protects the bulb should the tool be dropped.

Warren Lee Pierson, Board Chairman and Chairman of the Executive Committee of Trans World Airline, has been elected a Director of Pressed Steel Car Company. He is also a Director of All-American Cables & Radio, Inc., Commercial Cable Company, International Telephone & Telegraph Co., Mackay Radio & Telegraph Co.

The Federal Communications Commission, by Report and Order, finalized its proposal of May 19, 1949 to amend Section 1.327 of its rules to permit AM (standard) broadcast stations to make informal application for authority to use apparatus for the production of programs (live or transcription) to be transmitted to foreign broadcast stations, where such programs are also broadcast in this country. At the same time, the Commission amended Section 0.143 of its rules to permit the Secretary to act on such applications. Consequently, and effective immediately, such applicants are no longer required to file form 308 for this purpose and the Secretary is delegated to act upon these requests.

The RCA Victor Distributing Corporation will acquire the physical properties of Bickford Brothers Company as wholesale distributors in the Buffalo and Rochester areas.

Details of the \$350,000 deal for KFWB, Los Angeles, were learned last week when the application was filed for FCC approval, by Warners to KFWB Broadcasting Corp. with the FCC. Harry Maizlish, for 13 years manager of the station, owns 50 percent of the stock in the new corporation, and Schine Chain Theatres has 49 percent.

The First National Bank of Boston is putting up the funds for the purchase of the station. Of the purchase price, \$100,000 is the price of the transmitter site. Maizlish will be manager at \$25,000 a year. In the event either partner wishes to sell out, the other partner shall have "first call to purchase rights".

Instruction via two-way radio to handicapped children who cannot attend school was proposed last night to the School Board of Arlington, Va., suburb of Washington, D. C.

Arthur M. Corral, an Arlington dancing instructor, went before the Board with an offer to institute such an experimental plan in all the county's elementary schools.

He said he represented a group of engineering, radio and medical men in the Washington area who were interested in trying out the scheme at no initial cost to the school board.

The remote-control teaching, he explained, would supplement the Board's visiting teacher program. A similar dual-radio teaching plan already is in operation in 12 States, he said.

The Board took the proposal under advisement.

The Federal Communications Commission last week addressed the following letter to John J. Mortimer, Acting Corporation Counsel for the City of Chicago:

"This is with reference to the petition and attached Resolution of the Chicago City Council, filed by you on June 30, 1950 on behalf of the City of Chicago, requesting that the Commission reconsider its action of May 31, 1950, denying the City of Chicago's petition of May 17, 1950, which requested the Commission to cancel its television 'freeze' order and to issue authorizations for new television stations in Chicago, Illinois.

"The Commission has considered carefully the contents of the instant petition and has concluded that the facts set forth therein do not meet the objections raised by the Commission in its letter to you of May 31, 1950, nor does the petition contain such additional facts as would warrant a revocation or modification of the action taken by the Commission on May 31, 1950."

Suggesting that the time is not far away when the same thing may be done by radio, the first criminal identification photograph transmitted by wire by the New York Police Department has led to the arrest of a suspect in a Hartford, Conn., hold-up.

The department has been using the picture-transmitting equipment for several weeks on a trial basis. The transmission network connects with the State Police at Hartford and with police in Boston and Washington. Exchange of criminal identification photographs and fingerprints formerly was made by air mail.

Eight young men and women from Ireland took their first look at American industry last Monday, July 24, when they toured the Philco television and radio manufacturing plants in Philadelphia.

The four young men and their four feminine colleagues, with an average age of 20, are all either workers or students. They come from the area around Belfast, and were invited by the Ulster-American Yough League.

The 1950 edition of the Printers' Ink Directory of House Organs, said to be the only directory of its kind - is now being prepared for publication in November.

The last edition was in 1947, following the first directory published in 1944.

A press release said the letters from manufacturers planning new house organs, from editors of house publications and from interested executives in every field indicate that the 1950 Printers' Ink Directory will be the most widely used edition yet.

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