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June 8, 1949

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

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

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

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

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

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

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

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

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

"Could that be coincidence?"

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

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

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

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

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

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

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

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

Editor & Publisher, newspaper trade publication, commented:

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

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

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

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

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

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NEW ARMY SECRETARY, GORDON GRAY, NORTH CAROLINA BROADCASTER

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

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

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

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

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PUBLIC CAN BUY TV RECEIVERS WITH CONFIDENCE, RMA ASSURES

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

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

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

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

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

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

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

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

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

A FCC BEST SELLER REACHES 3RD EDITION; AUTHOR UNKNOWN

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

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

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

"What are the major activities of the FCC?

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

"What is a radio "frequency"?

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

"How many radio stations has this country?

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

"How are radio station call letters assigned?

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

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

"What qualifications must broadcast applicants possess?

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

"Can the FCC censor radio programs?

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

"How many broadcast receiving sets are there?

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

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

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SYLVANIA TO COME OUT WITH TELEVISION SETS OCT. 1

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

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

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

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

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FORT INDUSTRY TOP BRASS FOREGATHER AT MIAMI

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

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

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

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TEN-DAY COURT ORDER BARS REMOVAL OF MARYLAND TV AERIAL

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

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

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

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

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

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

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GLETT, FORMER SELZNICK CHIEF, MOVES TO DON LEE VIDEO

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

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

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

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

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

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

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RADIO EDITORIALISTS SHARPEN PENCILS; PALEY'S HAT IN RING

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

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

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

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

* * * * *

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

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

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

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PEARSON SAYS MAYBE FRIENDS HURT FORRESTAL MORE THAN CRITICS

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

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

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

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

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

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

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

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

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CHICAGO TRIBUNE TO GIVE AWAY 1,000 TV SETS

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

The Tribune will pay \$50 toward installation.

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TV SERVICE MEN LICENSING DEFEATED IN ILLINOIS

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

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

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ELECTRONIC ENGINEERS SOUGHT AS COAST GUARD OFFICERS

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

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

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

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FEDERAL RADIO GETS BACK NATIONALIZED HUNGARIAN PLANTS

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

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

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

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NEW TV CUTS SEEN DISTRESS SELLING

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

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

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

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

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

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

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

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INDIANAPOLIS SPEEDWAY RACES TELEVISED FOR FIRST TIME

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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Realtors Must Guarantee Reception
("Hollywood Reporter")

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

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Trade Notes

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

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

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

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

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

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

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

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

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

CBS broadcast stations will then number 184.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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Radio — Television — FM — Communications

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Washington 8, D. C.

Robert D. Heinl, Editor

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JUN 17 1949

NILES TRAMMELL

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June 15, 1949

TALK OF RADIO DEATH BLOW FROM TV IS NONSENSE, SAYS BBC HEAD

Many "large matters" affecting the future of television in the United Kingdom and elsewhere were touched upon by Sir William Haley, Director-General of the British Broadcasting Corporation, when he spoke recently to the Radio Wholesalers Federation in England.

"The true way to measure television progress", he said, "is the extent to which it becomes a national service: the number of homes it can be got into is what really matters,"

As for sound broadcasting, Sir William thought it would go its way unperturbed, making whatever improvements the years could bring.

"The talk that sound broadcasting has already received its death blow but does not know it is nonsense. Even in the United States of America, where this talk is most prevalent (and where something of the kind is far more likely to come about), one of the four main networks is so sure there will always be a future for sound radio that it has decided not to embark on the hazards of television.

"Other networks envisage the future as we do, an eventual marriage between television and sound; each being used to its best purpose in an integrated broadcasting system."

"But", Sir William emphasized, "that marriage is over a decade away."

Drive, enterprise and scientific development had all to be brought into play to see that television, as good as possible, was made available to the greatest practicable extent of the population: "To cover the first 75 per cent of the population will be relatively easy; the last 25 per cent really difficult."

Sir William added: "Progress in this field depends on the national economic position as seen by the Government. The building of new television stations is one of those items of BBC capital development which come under the Cabinet Investment Programs Committee.

"They have authorized only the completion of the Sutton Coldfield station to serve the Birmingham (Midlands) area this year. We are hoping that they will allow us, next year, to push ahead with the north-of-England station. We have the transmitter for this already ordered, and a site chosen.

"We are looking for a site to serve Wales and the west of England; and another, if the Government approve and wavelengths permit, to serve the north-east. Here I would say that the wavelength problems are considerable."

The Director-General emphasized that the BBC would do all it could to foster the exchange of television programs between different countries, first by means of films and recordings, and later, perhaps, by actual relays.

"I think it is fair to say that television faces British broadcasting with far fewer financial problems than it does American. The BBC has no sponsors to lose. We can see our way to developing it on a national scale, without allowing the sound side to suffer."

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Several announcements from the Television Research Board of Sweden mention the installation of an experimental television transmitter in the Stockholm Institute of Technology.

Various types of foreign receivers have been tested, but it has not been decided which type will be adopted for Sweden. A modified American system, a receiver using 625 lines, instead of the 525-line system used in the United States, is being seriously considered.

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DEATH OF JOHN BALLANTYNE, PHILCO CHAIRMAN, SHOCKS INDUSTRY

The radio industry was shocked at the sudden death of John Ballantyne last Friday. Mr. Ballantyne, who was only 49 years old, collapsed while delivering a commencement address at the Meadowbrook School in the suburbs of Philadelphia, near suburban Rydal.

Mr. Ballantyne, who was President of the school's Board of Directors, collapsed on the stage of the auditorium and was pronounced dead by Dr. Ralph Hoerner of Jenkintown.

Those present at the exercises included his son, John; one of the eight graduates; his wife, the former Alberta Fern Baker, and their daughter, Dolores Marie.

Mr. Ballantyne was a Director of the Radio Manufacturers' Association, a Director of the Philadelphia Chamber of Commerce, and a former Director of the International Machine Tool Company.

Mr. Ballantyne was President of Philco from 1942 until June, 1948, when he became Chairman of the Board. For the past year he was active only in an advisory capacity.

He was born in Germantown, the son of a Philadelphia policeman. After his graduation from Germantown High School he worked while attending the University of Pennsylvania on a scholarship.

In 1921 he was graduated from the Wharton School of Commerce and Finance of the University of Pennsylvania and joined the firm of Weigner Rockey & Co. as an accountant. Eight years later he became a partner in Mathieson, Aitken & Co., a firm of certified public accountants established at that time.

Mr. Ballantyne became Treasurer of the Philco Radio and Television Corporation, sales organization of the Philadelphia Storage Battery Company, predecessor of the Philco Corporation, in 1934. When the present corporation was founded in 1940 he was named Treasurer and served in that capacity until August, 1941, when he was elected Vice President in Charge of Operations.

During World War II Mr. Ballantyne was in charge of the company's conversion to war work. Both the Army and the Navy honored him for his contribution to the war effort for his work in organizing Philco's production of radar and ordnance.

For the last four years he was President of the Huntington Valley Country Club. He also was a Trustee of Abington Memorial Hospital and a member of the Union League, the Masons, Cedarbrook Country Club, Germantown Cricket Club and Seaview Country Club, Absecon, N. J.

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PETRILLO REELECTED FOR 9TH TERM - 1500 TO 75; CRACKS LEWIS

President Truman, accused of having his eye on another term, should take a look at his friend, James Caesar Petrillo, re-elected President of the American Federation of Musicians for the ninth term. It was at the conclusion of the AFM convention at San Francisco and the voted was 1500 to 75. All other officers were re-elected.

In his speech acknowledging his re-election, Mr. Petrillo attacked John L. Lewis, President of the United Mine Workers, as "nuts" and an "unfaithful" labor leader.

Thanking the 1,000 delegates of his 237,000-member union for their support, the Chicagoan took the occasion to contrast the operation of his union with those which he called less democratic ones.

Referring to Mr. Lewis' abrupt withdrawals of his union's members from work, Mr. Petrillo asserted:

"John L. Lewis is nuts. I say he is not a faithful labor leader, and not faithful to America. Somebody had to say it, so I said it.

"I have a right to say it because I am a sincere labor leader. He tells those miners to take a week off, and they're hungry."

"I'm not criticizing anybody but Lewis", he declared, in a final flurry of gestures. "I'll take him on here, or on the radio or any place in America."

Houston, Tex., was chosen for the Union's 1950 convention.

In a major address, former Philadelphia broadcaster Samuel R. Rosenbaum, now Trustee for the recording industry's music performance fund, suggested that the 1,000 delegates consider means of tapping the revenues of juke boxes, pictures and radio for the benefit of the fund. He pointed to the \$30,000,000 a year the juke boxes are grossing and the more than a billion a year of pictures. He added that radio, employing only 6,000 musicians, serves about 50,000,000 receiving sets.

When this was introduced in the form of a resolution, Petrillo objected saying he knew of no legal way to force royalty payments from radio or juke box industries unless new and helpful legislation was passed by Congress.

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NATIONAL MOBILE RADIO NET ENVISIONS 100 STATIONS BY 1950

Formation of the first national network of independent radio-telephone stations for mobile service to the general public was outlined in a statement filed with the Federal Communications Commission in behalf of the National Mobile Radio System.

Organization of the new interstate system is regarded as one of the most significant of recent radiocommunication developments. It will offer a practical low-cost means of communication between occupants of automobiles, trucks, buses and other vehicles with offices or homes hundreds of miles distant. It was said the network also has important potentialities as an auxiliary communications system in event of national emergency or disaster.

By August, the network expects to be in operation between Boston and Washington, so that subscribers at any point along main routes between those cities will be within reach of their offices or homes. One interstate trucking service operating between those points has already ordered radio equipment for its entire fleet. By 1950 it is expected at least 100 stations will be active in the new net.

Jeremiah Courtney, counsel for the National Mobile Radio System, said that its membership and applicants already include a substantial percentage of the independent miscellaneous common carrier stations now in operation in the large urban centers of the United States.

Mobile radiotelephone facilities for the public are a post-war development. In 1946, the FCC began to license independent applicants in many areas throughout the country to set up frequency-modulation (FM) transmitters, each with maximum range of 20 to 40 miles, to serve as radio message communications centers for individuals or corporations who wanted radiotelephones in their vehicles.

The system differs from the mobile radio service offered by telephone companies in that brief messages or conversation are relayed back and forth through the intermediary of a station operator, who receives them by telephone from one end and relays them by radio to the other, or vice versa. The station-to-vehicle communication usually requires only a matter of seconds, thus permitting a relatively large number of subscribers to utilize the service with little or no delay.

Independent stations have already been established in many cities, obtaining as early clients doctors, oxygen delivery and ambulance services, emergency cars of maintenance firms, automobile towing and repair services, local trucking concerns, and others. Recently, however, these stations received added encouragement in an important ruling of the FCC which rendered their present transmission channels permanent and added new ones. This ruling has given tremendous impetus to growth of existing stations and planning of new ones.

Much of the pioneering in the new field was done by owners of private telephone answering exchanges, who realized that radio transmitters would vastly enlarge their potential value to their communities. One of the first stations of this type in New York City was put in operation in 1947 by J. J. Freko-Hayes, owner of Telephone Exchange, one of the earliest telephone answering services in the United States. Of nearly 100 such exchanges now existing in principal cities, most are expected to affiliate with the National Mobile Radio System.

During the early part of 1949, station owners began to hold meetings to discuss procedures whereby, through inter-communication between stations, it would be possible for the driver of a truck or bus hundreds of miles away, for example, to report his position to his base dispatcher, who could then, if he wished, inform the driver to change his route, proceed on a revised schedule or otherwise meet changing traffic conditions. Outgrowth of the meetings was the formation of the national system, an arrangement which will make available to subscribers of any member station the facilities of all stations in the organization. The move is reminiscent of the linking of independent telephone companies into a national communications network in earlier days of the telephone service.

A technical coordinating committee, headed by Peter T. Kroeger, owner of stations in Trenton and New Brunswick, N. J., has been set up to integrate the communications facilities and practices of the various member stations of the network in order that the most efficient use may be made of the limited number of wavelengths assigned to the public radio services by the FCC. William S. Halstead, head of Communications Research Corporation, New York City, will serve as a consultant to the organization in developing new network operational techniques.

Officers of the National Mobile Radio System are Norman W. Medlar, Westchester Mobilfone System, Inc., White Plains, N. Y., President; Terence McCarthy, Telephone Exchange, New York City, Vice-President; J. F. Donovan, Autofone, Inc., Springfield, Mass., Treasurer, and George di Matteo, Secretarial Exchange, Inc., Newton, Mass., Secretary.

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TELEVISION BROADCAST ENGINEERS SEEK EQUIPMENT INFORMATION

Letters of inquiry have been sent by the Television Broadcasters' Association to every TV station in the U.S. seeking opinions of station engineers with respect to interchangeability of equipment now in use.

A sub-committee of the Association, prepared the inquiry, pointing out that "a broadcaster who enters the television field with equipment of one manufacturer encounters difficulty in the practical adaptation to his plant of new equipment originating with a different manufacturer. This, it is believed, will quickly result in a lack of flexibility in utilizing new and desirable apparatus."

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NEW ANTENNA ATOP CHRYSLER BLDG., N.Y., TO DOUBLE WCBS-TV POWER

The effective radiated power of CBS Television Station WCBS-TV, New York, will be doubled after June 20, with the object of making available an improved picture signal to viewers on Channel 2.

Doubling of the effective radiated power is expected to result from the placing in operation of two layers of a new specially-designed and constructed four-layer, 16-element dipole antenna system atop the Chrysler Tower, 913 feet above the street.

Rigging of the antenna elements, final phase in the installation of the new WCBS-TV five-kilowatt transmitter, is going ahead on schedule. The remaining two layers of the system should be hoisted into position within another month, enabling WCBS-TV to radiate the maximum signal permissible under Federal Communications Commission regulations, and resulting in a still further improved picture signal. A new transmitter (which generates the WCBS-TV signals that are fed to the transmitting antenna) was placed in operation in February. The combined cost of the new transmitter and antenna system will run around \$240,000.

The antenna array, four elements on each side of the Tower, will cover the New York and suburban areas. Both picture and audio signals will be transmitted via each unit.

Each antenna element weighs approximately 375 pounds, is seven feet long, seven inches in diameter and projects four feet from the face of the building. It was impossible to assemble them inside the Tower because of their size and the narrowness of the windows. Therefore, they were assembled on a platform rigged 865 feet above street level, and hoisted up the outside of the spire to a window position, where the stem end is pulled in and anchored inside.

Public safety was taken into consideration in the design of the antenna. To prevent ice forming on the dipoles, breaking off and falling to the street below, heating units are incorporated in each element. Surprisingly, these heating units require more power to operate than the transmitter.

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TELLS EDUCATORS DOES NO GOOD TO BROADCAST INTO THIN AIR

Advising the American College Public Relations Association, Wayne Coy, Chairman of the Federal Communications Commission, said:

"Educators should work with the broadcasters to experiment and develop programs suitable for classroom use and other programs suitable for adult education in the home. And those adult education programs must be aired at a good listening time. But on the other hand, Educators will not be doing the job if they try to bring Dark Age classroom methods to the mid-Twentieth Century medium of television. It does no good to broadcast into thin air. They must try to get some of the enthusiasm, the ingenuity and the drama of commercial programs into their video teaching. In this connection, the educator might echo the classic query of Rowland Hill: "Why should the Devil have all the good tunes?"

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SPORTS' PROMOTERS COOLER TO TV, NOTED WRITER OBSERVES

That the honeymoon of the televising of professional sports is over and that promoters are appraising it with considerably less enthusiasm than in previous years, is the observation of Shirley Povich; nationally known sports writer of The Washington Post. Mr. Povich, however, cites a notable exception in George Marshall, of the Washington, D. C. Redskins.

"Where once the luster of television loot enthralled the pro football promoters who rushed into hasty nuptials with video, the tarnish has begun to show", Povich writes. "The new proprietors of the Philadelphia Eagles last week announced they were fed up. The New York Giants also booted television out of their park.

"Theirs, they confessed, had been the merchandising sin of giving their products away. The impact of television on attendance and gate receipts wasn't being offset by sponsors' fees.

"The Eagles took direct action, and bluntly. 'Too many fans told us they were cancelling season tickets because they had television sets and would watch our games at home', they announced. 'We can't pay our players' salaries with television audiences.'

"In Chicago, the Bears and Cardinals who never did go for blanket sales of their television rights, are again proceeding cautiously. They are recognizing the threat of slackening attendance because of video when they meet the lesser drawing cards among the league teams. Only when those teams are convinced they have sell-out attractions, are they going to permit telecasts.

"The Redskins alone in the National Football League have gone whol-hog for television and in fact are preening themselves on their decision to brazen it out when other clubs are quitting.

"'It's the greatest sales medium pro football has ever had', says Redskin President George Marshall, 51 per cent owner of the team, who is swaggering more than somewhat. 'It will never keep people away from games. In reality, it's making more fans and customers for us.'

"Marshall envisions even greater and more beneficial effects of the telecasts. 'Eventually, pro football will be televised to large picture theater audiences and that will do such a good job of selling the game the stadiums will be too small', he says.

"He also points out: 'We televised our home games in 1947 and 1948 and had two biggest years in our history. In 1947, we filled every available seat for six games, drawing 214,863 customers. In 1948, we drew 195,513 when we played a weaker schedule.'

"But if the case that Marshall builds up for television leaves New York, Philadelphia and Chicago still unconvinced, that is understandable, too. They know Marshall's peculiarly favorable position in Washington where the pro football frenzy is unmatched by any other city, and where more season tickets are always sold than in any other town in the league.

"They know, too, about Washington's favorable weather and are not willing to judge Washington conditions for their own. And they can be wary of some of Marshall's claims of how television is promoting box-office interest.

"When the Redskins drew their record attendance of 214,863 in 1947, television was no threat to attendance tapped by such items as 15 per cent rental and 40 per cent of the receipts to the visiting clubs, is equivalent to nearly \$200,000 in gate receipts.

"However, the visiting teams may not look kindly upon any sacrifice of attendance in Washington to enable the Redskins to profit handsomely from the video and radio receipts. Visiting clubs don't share in any of the latter and they have been accustomed to taking big checks out of capacity-filled Griffith Stadium. They may have something to say, if they are hurt too badly at the gate.

"It could bring about a rewriting of the league's rules with respect to radio and television receipts, with the visiting clubs demanding that they be cut in wherever the rights are sold. Their property rights in games played in Washington are fully as protected as the Redskins if they choose to enforce them, and in any show-down in a league meeting they could outvote Marshall and crowd aboard his gravy train.

"Other clubs in the league have a new incentive to wring more revenue out of their franchises, whether at home or on the road. At the league's December meeting, the guarantees to visiting clubs were upped from \$15,000 to \$20,000 for each game. That figure is no burden to the Redskins whose season-ticket sale covers that nut nicely, but in Pittsburgh, in Philadelphia, Detroit, New York and Green Bay such a guarantee can cut heavily into the profits, if any, and those teams may take another and coveting look at Washington's favorable position."

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USE OF HOOVER TRANSCRIPTIONS CALLED DESPICABLE BUT LEGAL

Republican use of Herbert Hoover transcripts for political purposes is "despicable" but can't be stopped by law, Senator Johnson (D), Colorado, said this week.

Senator Johnson is Chairman of the Senate Interstate and Foreign Commerce Committee which writes radio law. He said in answer to questions that any attempt to ban or limit the use of radio transcriptions would violate free speech.

"Public opinion and individual good taste are the only ways it can be kept within the bounds of human decency", he told the United Press.

Senator Johnson referred to the recent Democratic complaint that the Republicans used parts of a radio interview with former President Hoover to put a political slant on Government reorganization plans proposed by the bipartisan commission which Mr. Hoover headed.

Senator Johnson said there is no law against the use of recorded quotations, in part or in full. The Federal Communications Commission's only rule on the subject is that transcribed programs

be labeled as such so that the listener will not get the idea he is hearing live talent.

"But in this case", Senator Johnson said, "it is a despicable thing because it destroys the work of the Hoover Commission and is a deliberate distortion of what he had to say.

"Mr. Hoover approached this work on a high plane of non-partisanship in an effort to help the Government. The Republicans have sabotaged it by pushing it into the political arena and by giving it a political implication."

Mr. Hoover himself issued a statement that no one has a "moral right to rebroadcast them in part with additions of their own." He said that would "distort their objectivity and non-partisanship."

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SARNOFF'S WRONG DOOR WAS RIGHT

Few people know that David Sarnoff, Chairman of the Board of the Radio Corporation of America, once dreamed of becoming a newspaperman. The story was well told in Parade, syndicated magazine supplement of a large number of newspapers, last Sunday:

"Like many another poor boy, David Sarnoff sold newspapers on the streets of New York. He sold them, however, and he didn't go to work for one. Thereby hangs a tale and also a career.

"As a news hawker, young Sarnoff's beat was in the mid-town Herald Square district, where most newspaper plants were located nearly 50 years ago.

"The district swarmed with reporters, a professional type never known for its haberdashery, but perhaps more elegantly dressed then than now. In any event, young Sarnoff soon dreamed of writing the lead stories for the New York Herald and of carrying a gold-capped cane when he interviewed Andrew Carnegie.

"One day a steady customer, a rather ornate rewrite man for the Herald, bought a paper and asked how things were. 'Fine', said Sarnoff, and popped the question: 'How can I get to be a reporter?'

"'Nothing to it', replied the journalist in a large manner. 'Come around tomorrow.'

"Young Sarnoff started out on the morrow with a head full of fancies, most of them in the form of by-lines. So enchanted was he by these amiable images that he walked right past the newspaper office, and in the entry of the business next door. Before he knew what had happened, he had asked for a job, had had an interview, and had found himself an employee of the Commercial Cable Company at the substantial fee of \$5 per week.

"Weeks went by, and drifting with them went newspaper aspirations. Sarnoff thought more and more of the Morse code (which he promptly learned), and less and less of deadlines. Eventually, he decided that newspapers were strictly for reading, and that communications would be his career.

"He followed it with Commercial Cable, with Marconi Wireless Telegraph Company, and ultimately with Radio Corporation of America (RCA), when this giant absorbed Marconi in 1919. In 1930, at 39, Sarnoff became, not assistant night city editor, but president of R.C.A. Two years ago he became Chairman. It shows what happens to young men who have dreams."

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STATE DIRECTORS' TV AND RADIO EDUCATION CONFERENCE CALLED

Chief State School Officers have been invited to designate representatives of their respective States to attend a Conference of State Directors of Audio-Visual and Radio Education to be held in Chicago, Illinois, August 2-3, 1949.

The Conference, sponsored by the Office of Education, Federal Security Agency, will consider current problems in the field of audio-visual and radio education.

Commissioner of Education Earl J. McGrath, FSA, pointed out that this was the first conference of this group called by the Office of Education and that it indicated the growing importance that educators are giving these new techniques of instruction.

The Conference will be held during the period when many State Directors will be in Chicago attending the annual Visual Education Convention.

Floyde E. Brooker, Chief, Visual Aids to Education, and Franklin Dunham, Chief, Educational Uses of Radio Section, Office of Education, are planning the conference agenda.

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CARSON, FTC NOMINATION, HELD UP; RECESS APPOINTMENT SEEN

The appointment of John Carson, liberal Republican to the Federal Trade Commission, has been quietly pigeon-holed in the Senate Interstate Commerce Committee.

No announcement has been made of this. But no hearings will be held on Carson, and the secret plan is to let his appointment expire with the adjournment of this session, Robert S. Allen, former partner of Drew Pearson, who now has his own syndicate, writes.

The outcries against Carson, as against the confirmation of Leland Olds for another term on the Federal Power Commission, Mr. Allen states, range from "New Dealers" to "Leftists". Allen continues:

"Leading foes of Carson are the National Association of Manufacturers, National Retail Dry Goods Association, and the Advertising Federation of America. The last-named charged that Carson's five brothers and one sister are registered Democrats in Indiana. Actually, only one brother is living, and the sister died 55 years ago, at the age of 5.

"Vigorously supporting Carson are James Twohy, Director of the Investors Syndicate of Minneapolis, Msgr. L. G. Ligutti, Executive Secretary of the National Catholic Rural Life Conference; William Green, AFL President; James Carey, CIO Secretary-Treasurer, and C.L. Brody, Executive Secretary of the Michigan Farm Bureau Federation.

"If Carson and Olds are not confirmed at this session, President Truman will give them recess appointments. He has made that clear in private comments."

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HAIL BALTIMORE GAG RULE REVERSAL

Radio and press were jubilant over the reversal of the contempt convictions of three Baltimore radio stations who were fined for publishing certain crime news.

"The decision", Justin Miller, President of the National Association of Broadcasters, said, "coming as it does at the end of the historic week whose beginning saw the modification of the 'Mayflower rule' which had gagged the right of broadcasters to express opinions, gives us another graphic proof of the old truth that we can never lose by standing on fundamental rights.

"As in the case of the 'Mayflower rule' report by the FCC, this Maryland decision falls somewhat short of the complete declaration of unconstitutionality we could have wished for Rule 904. But courts, like administrative agencies, are, naturally, reluctant to admit error and its correction, customarily, comes in a series of decisions."

The Washington Post spoke editorially:

"In upsetting an important section of the Baltimore press-gag rule, the Maryland Court of Appeals has done far more than merely advance the freedom of newspapers and radio stations to report crime news. It has restored the balance between two relative rights, that of a fair trial and that of a free press, neither of which can be exclusive in a free society.

"What the Court of Appeals has done is to chip away at a bad rule by removing the penalties for publication. It found invalid the section of the rule which banned publication of any matter obtained through violation of the rule itself. Previously Judge John B. Gray of the Circuit Court, while upholding the contempt, had declared that the section on possible interference with the administration of justice was too broad.

"This newspaper does not in the least condone the excesses of sensationalism that sometimes attend criminal trials. But the cure for these abuses is not a blanket rule that penalizes all newspapers and radio stations in advance for something they might do, that deprives the public of its rightful check on the activities of police and the courts. In reporting the facts, such media are agents of society as a whole. The courts were not intended to be flimsy institutions insulated from the public; and judges have now, as always, the residual power to punish for contempt in cases of clear and present danger to the administration of justice.

"Such a case was not present in the Baltimore convictions. As Judge William L. Henderson put it for the Circuit Court majority:

"Trials cannot be held in a vacuum hermetically sealed against rumor and report. If a mere disclosure of the general nature of the evidence relied on would vitiate a subsequent trial, few verdicts would stand."

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A.T. & T. IS ACCUSED OF "VICIOUS MONOPOLY" BY PHILIP MURRAY

Philip Murray, CIO President, said last Sunday night in Chicago that the American Telephone & Telegraph Co. is attempting to break the 'phone workers' union and that "they (the A. T. & T.) may go to hell with my compliments."

He made the statements, according to the Associated Press, in an address to the organization committee of the CIO telephone workers at their convention banquet.

Mr. Murray called the A. T. & T. "the most visious monopoly in America", and added:

"I don't often run amok, but I'd take on A. T. & T. tomorrow. Walter S. Gifford, Chairman of the Board of Directors of A. T. & T., is made of the same clay as any telephone worker or any other citizen of the United States."

Mr. Murray said the company is treating contracts "which I consider sacred, as scraps of paper", but that it "will discover to its complete amazement that it is not big enough to get away with this."

The company, Mr. Murray said, has filed decertification petitions with the National Labor Relations Board on the grounds that the Communication Workers of America, formerly an independent union, has changed affiliation. The union received a CIO charter May 9.

A company spokesman in New York said the A. T. & T. has no comment on Mr. Murray's remarks. On the matter of union certification, however, he said "the various operating companies of the Bell System, in requesting elections of the NLRB, have already indicated that they were so doing simply in order that they might obtain assurance, through such elections, that the CWA-CIO was the preference of their employees."

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COURT UPHOLDS TENANT'S RIGHT TO APARTMENT HOUSE TV AERIAL

John T. Bonner, a Washington, D. C. attorney, will keep his television aerial for an indefinite time, despite intent of owners of his apartment to take it down.

Judge Matthew F. McGuire granted a preliminary injunction to Bonner in Federal District Court last week when defendants in the action and their counsel failed to appear. Judge McGuire had granted Bonner a temporary restraining order on June 1.

Defendants are listed as Abram and Minnie Kay, 4800 17th St. N.W.; George Wasserman, 816 F St., N.W.; and Louis C and Celia K. Goldberg, 3421 Garrison St., N.W., Washington. They are owners of the building at 4204 Kaywood Drive, Mount Rainier, Md., where Mr. Bonner lives. They, Bonner charged, told him to take it down or they would.

In his suit, Bonner contended he was granted permission for the aerial by the defendants' agent; that his set won't operate without it. No date was set for hearing on a permanent injunction.

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:::
::: SCISSORS AND PASTE :::
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Manager's Idea Of Four-Figure TV Salary Is \$85.60

(Hal Brock, Manager, KNBH-NBC Hollywood, in "Hollywood Reporter")

There are, generally speaking, two types of individuals who are interested in and hopeful of making an entry into TV. The first type are the characters who merely want in because "it's the coming thing" or "you meet so many interesting people." We can eliminate them from this discussion.* * * *

We come then to the many who are genuinely, sincerely interested in securing a toe-hold on TV. Of this group there are three classes whose prospects of getting this toe-hold are most remote.

The first is the man or woman who has had no previous experience in television, or in any of the so-called allied industries, such as radio, films, the theatre or advertising.

There are just too many excellent prospects waiting outside the door to spend time teaching the basic facts to a completely inexperienced person. Television is forging ahead too rapidly to stand by on one foot while a novice pantingly struggles to catch up with the parade.

This formula applies as well to the second class, the eager beaver graduates of almost all television schools. Of all the hundreds of establishments throughout the United States who are teaching television engineering, or writing, or whatnot, there may be some that are excellent. I don't know. I do know that the average video station hasn't the time or the payroll to be a university as well as an employer.

In the third category are the extremely capable people, many with vast experience and background, who are willing to come in and work for free. But this is an unfair proposition, and a two-way stretch at that. It's unfair to the station because after the free talent has soaked up all the knowledge and experience he desires he can blithely fly away to greener fields, leaving the station operator to repeat the tutoring job all over again. Furthermore, it's unfair to the party of the first part, whether he be producer, writer, director, cameraman, actor, electrician or scenic designer. I am not assuming a holier than thou attitude in saying this, but I maintain that NBC Television, at least, has no desire to pick anyone's brains or talents. To be a fair deal, there must be some compensation.* * * * *

Many people think they can step into television today and command a four-figure salary comparable to motion picture or radio standards, whereas in television right now our idea of a four-figure salary is \$85.60. Some of my contemporaries thought \$85.60 was rather high, and justifiably so in view of television's uphill economic crawl.

* * * * * Let us take a look at the personnel currently operating KNBH for NBC in Hollywood. About 50 percent of our employees came from the radio side of the house. Most of these are engineers with considerable experience in radio, and a dozen or so have been in television anywhere from two to ten years.

In the program department the personnel includes men with years in the theatre, films, radio and advertising. Happily, we also have several who were in on the pioneering of television in New York.

So no one field has an edge over the other. It takes people with all types of experience to make a well-rounded operation. They must have their feet on the ground, and no heads in the clouds, because television is starkly realistic, especially from an economic viewpoint. There are no big budgets and no big salaries.

* * * * *Most of the present television personnel have been carefully selected from the best available qualified people. As this new medium grows, perhaps there will be a place for the four-figure salaries, and even for the experts who know all the answers. Maybe, but it's not just around the corner.

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Radio More Than Holding Own In Cleveland Despite TV
("Variety")

Despite mounting sales of television sets in Greater Cleveland's prime listening area, AM outlets continue to hold fast to a solid advertising base.

Top AM consensus is that even with more than 60,000 video sets in the area, WEWS and WNBK won't dent the advertising train for at least three to five years. Cleveland's five major radio outlets say that in the almost two years of TV operations, the number of local accounts that have switched from AM to TV can be counted on one hand.

In fact, two stations report billings are up this year; the other three indicate they haven't suffered any loss.

Berle, Of Radio, Television, Tries Columning
("Editor & Publisher")

Cole Porter recently called Milton Berle and told him the American Society of Composers, Authors and Publishers wanted him for their dinner. Says Berle: "I was surprised - they usually have steak."

The comedian, television's first and biggest luminary, will get off Berlisms like the above in a five-times-a-week column to be syndicated by McNaught. His 200-word column will appear in the New York Sun. * * * *

The 40-year old comic has tackled vaudeville, night-club entertainment, legitimate stage, radio, screen and video. His greatest success has been in the field of television where his NBC one-hour variety show has won him a New York Hooperating of 80, the highest of any regular TV or radio program. His radio show has gained added listeners due to his television popularity.

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TRADE NOTES

Neither confirming or denying that he was the author of "An ABC of the FCC", a Government Printing Office best seller (See HNS June 8, Page 5), George O. Gillingham, 4-Starr FCC Press Representative, said: "I am firmly convinced of the fact that information men should be read but never mentioned."

Judge Samuel H. Kaufman, presiding judge in the Federal trial of Alger Hiss on perjury charges, once served as General Counsel of the Federal Communications Commission.

The Board of Directors of the Radio Manufacturers' Association, will be host to the Board of Directors of the Canadian RMA on September 15-16 at White Sulphur Springs, West Va.

The joint Canadian-U.S. industrial conference, which will be the sixth such meeting sponsored by the two trade associations, was formerly scheduled to be held at the Homestead, Hot Springs, Va., Sept. 29-30. The change was necessitated by the fact that the annual RMA convention was held in May this year instead of June, as usually.

The U.S. RMA Board of Directors was entertained last year in Toronto by the Canadian Radio Manufacturers' Association.

A Canadian subsidiary to manufacture fluorescent lamps and other lighting equipment has been formed by Sylvania Electric Products, Inc., it was announced this week by Don G. Mitchell, President of the parent company. The new company will be known as Sylvania Electric (Canada) Ltd. It has leased a plant from the city of Drummondville in the Province of Quebec. F. J. Healy is president; R. H. Bishop, Vice-President; William O'Keefe, Secretary, and M. F. Balcom, Treasurer.

Imports of radio receivers into Cuba totaled 85,929 sets in 1948. Imports in 1947 were 147,133. Radio receivers are not produced in that country, the U. S. Foreign Commerce Weekly advises.

Sale of complete transmitter and studio television equipment to the Florida Broadcasting Company has been made by G.E. to the new television station WMBR-TV at Jacksonville.

The United States should "openly or otherwise" subsidize foreign newspapers and radio networks, Representative John D. Lodge, Republican, of Connecticut, said recently in a report on the United States Information Service, including the "Voice of America" programs.

"The American Army has for some time, and with good results, operated foreign-language newspapers in Germany, Austria and Trieste. Why cannot we, too, whenever it may seem advisable, openly or otherwise subsidize foreign news and radio networks?"

"Why must we be so squeamish? Why should we take fatuous satisfaction in our unwillingness to resort to the methods which could create a less precarious peace?"

Sixty per cent of the Princeton graduates this week were veterans of World War II. In this group was a 26-year old resident of Fitchburg, Mass., who was applauded as he faced Dr. Willis Dodds, University President. He is John Kenneth Dupress, a blind combat veteran, who received his Bachelor of Arts degree with honors in psychology. He was escorted before Dr. Dodds by Judson Decker of Waterloo, Iowa, a classmate.

Mr. Dupress, who lost his sight and his left hand in a Nazi prison camp in December, 1944, took his assignments and lecture notes on either wire or vinylite disks. This led him to an interest in electronics and resulted in his forming his own concern, the Marquis Recording Company. He intends to make electronics his career.

Dr. Leon Levy, President of WCAU-TV, owned by the Philadelphia Bulletin, said, testifying in a suit seeking to restrain the Pennsylvania State Board of Censorship from censoring television movies, that the Bulletin television station had operated at a loss for the first year. He said 25% of the operating costs are now supported by advertising, and more is needed to operate television at a profit.

BBC engineers collaborating with British manufacturers, are actively engaged on the exploitation of light-weight television outside-broadcast equipment. The aim is to extend the scope of television outside-broadcasts and to increase the speed with which the equipment can be set up, so that events of exceptional topical interest can be televised. In particular, an improved radio-link has been developed to transmit television pictures from the cameras to the television station.

This equipment, which works on the extremely short wavelength of 4-1/2 centimetres, is now being tested, and exceptionally clear pictures free from all interference are at present being received.

At these extremely short wavelengths the aerial can be made to concentrate the radio waves into a very narrow beam, rather as a searchlight does. The transmitting and receiving apparatus is light and easy to carry, and thus marks an important advance from the apparatus used for this purpose by the BBC before the war, which filled two large motor-lorries.

Television set ownership in the WLW-TV viewing area of Cincinnati has increased 112 percent since January 1.

As of June 1, there were an estimated 26,500 sets in the station's area, according to the Crosley Broadcasting Corporation. The figure for January 1 was 12,500.

The set gain in the latest month was 3,500, representing a 15 percent increase over the 23,000 reported May 1.

Set figures compiled by the station are checked and adjusted with those of Pulse, Inc., each month.

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June 22, 1949

"WHAT ARE CUSTOMS OF UTAH?" "VOICE OF AMERICA" FAN ASKS

As evidence of the value of the "Voice of America" and the fact that it is getting through to the people abroad, a State Department bulletin cites not only the number of letters received from listeners during a two months' period but as an example of the type of fan mail which comes from abroad was a letter from a listener in Angleur, Belgium, who asked: "What are the occupations and customs of the State of Utah, particularly Salt Lake City?"

Listeners from other countries were quoted but no mention of Russia was made. Neither were any letters printed, or is there anything elsewhere in the story, critical of the "Voice of America."

The report, which apparently was intended to be all peaches and cream, follows:

"Foreign mail response to 'Voice of America' broadcasts has increased greatly during the first two months of 1949, the Department of State announced recently. Analyses of this mail show that the 'Voice' programs, which broadcast world news, information about America, music and other features in 20 languages, have become a 'must' for a world-wide audience of millions.

"The growing amount of mail which the 'Voice of America' is receiving, totalling over 38,000 letters in January and February, is classified into three main groups: requests for information; comments on the 'Voice' programs; and requests for broadcasting schedules. Since October, 1948, 53,000 'Voice of America' listeners have requested these short-wave radio schedules and their names have been added to the permanent mailing list of approximately 400,000 names which the Department of State now maintains.

"The large number of letters requesting information reveal the great interest which 'Voice of America' listeners have in all phases of America life -- both past and present. For instance, from Milan, Italy, comes the question, 'Who was General Winfield Scott?'; from Stazzano, Italy, a listener asks, 'What are the technical innovations in American railroading?'

"Letters containing comments on the 'Voice of America' programs are the most useful type of response for the 'Voice' planning staff as they tell what kind of programs are best liked by the world-wide listeners. A typical comment on one of the programs comes from Belo Horizonte, Brazil, where a listener writes, 'A few days ago I had the pleasure of listening to "Gulliver's Travels" in your broadcast to the Pacific, which I found very interesting indeed. If it is not too much trouble, I'd like to receive the script; my aim is to put it on the air through one of our stations with an all-student cast.' Another comment comes from the Dominican Republic and states that 'The programs I prefer are those which portray different aspects of life in your country, and those of classical music and

American folklore.' And from Kassel, Germany, a comment is received which amply repays the planning staff for its labors: 'I believe I speak for millions of German listeners when I declare that your transmissions form the most valuable part of my daily radio program.'"

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PETRILLO TAKES ANOTHER SHOT AT JOHN L. LEWIS

Following a verbal attack he made on John L. Lewis, President of the United Mine Workers, James C. Petrillo, President of the American Federation of Musicians at the AFM Convention in San Francisco, Mr. Petrillo again went out of his way last Monday to blast John L. by wiring Senator Paul H. Douglas of Illinois that labor had been betrayed by Lewis rather than by administration amendments to pending labor legislation. He urged Mr. Douglas to work for the best labor legislation possible in this session of Congress.

"I say that 98 per cent of labor, while favoring entire repeal of the Taft-Hartley Act, are for any measure that you and the rest of the liberal Senators can give us," Mr. Petrillo said. "Mr. Lewis says he wants all or nothing. That is the rule-or-ruin policy he has always followed.

"The labor movement is satisfied that the Administration Democrats and liberal Republicans are giving labor the best kind of a bill possible and we appreciate it."

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TELEVISION TECHNIQUES TO BE TAUGHT AT COLUMBIA UNIVERSITY

Study of television techniques will be incorporated in 25 professional training courses to be offered during the 1949-50 academic year by Columbia University School of General Studies in cooperation with the National Broadcasting Company.

The teaching staff will be recruited largely from NBC network personnel, with the majority of courses to be given under working conditions in the NBC studios in Radio City, New York. Fourteen network executives are listed as instructors.

The curriculum has been designed to give fullest possible coverage of radio and TV. There will be courses in basic radio and TV, dramatic writing, news writing, promotion, publicity, news commentary, speech, announcing, acting, use of equipment, sound effects, audience research, international relations, production and direction, music and the documentary.

More than 400 persons from over 40 States and many foreign countries registered for the radio-TV courses last year.

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SYLVANIA FORMS TELEVISION PICTURE TUBE DIVISION

Sylvania Electric Products has formed a new division of Sylvania to specialize in the design, engineering and production of viewing tubes for television receivers. H. Ward Zimmer, Vice-President in Charge of Operations said that the new Television Picture Tube Division will establish headquarters at Seneca Falls, New York, and that it will continue operations in plants there, at Ottawa, Ohio, and Emporium, Pennsylvania, which were formerly operated by the cathode ray department of the Radio Division. W. H. Lamb, formerly General Manufacturing Manager for television tubes, who has been associated with Sylvania's tube production since 1933, has been appointed General Manager of the new division.

The Company has greatly expanded production of television viewing tubes during the past eighteen months and is now one of the leading producers in this country. Current production includes sizes ranging from seven to sixteen inches, the latter being manufactured in all glass and metal types.

Sylvania's participation in the cathode ray tube industry began with organized research about sixteen years ago in plants at Emporium, Pa., and St. Marys, Pa. Mass production techniques, greatly improved during the past two years and used in all plants, were developed on a smaller scale during the war when Sylvania was one of the nation's largest producers of three and five inch radar scopes.

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NYU CONFERS SCIENCE DEGREE ON ENGSTROM, RCA RESEARCH V-P

The honorary degree of doctorate of Science was conferred by New York University last week on Dr. E. W. Engstrom, Vice-President in Charge of Research of the Radio Corporation of America. His citation read:

"Elmer William Engstrom - A native of Minnesota and an engineering graduate of the University of that State, his personal contributions as a research engineer to radio and electronic development, and notably to the incredible progress of television, command the forthright respect of his scientific peers. Vice president in charge of research of the Radio Corporation of America, he is one of that exclusive group of latter-day Promethians who not only illumines with his own brilliance, but who yokes the genius of fellow-Titans unrenowned for tractability into corporate resourcefulness and fecundity. President of the Industrial Research Institute, he is concerned moreover with the constant improvement of research activity throughout American industry as a buttress to our common wealth. In his residential community at the grass roots level he has no less proved himself the good citizen in various roles of civic leadership. For all of which, with unconscionable gusto, we would envelop him with the bondage of our honorary doctorate of Science."

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N. Y. TUNNEL EXPLOSION ALSO KNOCKED OUT "VOICE OF AMERICA"

A detailed report of the disaster at the Holland Tunnel in New York reveals that the fact that not only were three radio network programs suddenly disrupted but that the "Voice of America" was silenced.

The report appearing in Fire Engineering for June states:

"The explosions and fire resulted in what was characterized by the American Telephone and Telegraph Company as the worst communications failure in its history.

"Twenty minutes after the initial explosion, the intense heat in the tunnel had fused five A. T. & T. cables, each the diameter of a baseball bat, which were encased in conduits behind the tunnel's tiled walls for a quarter of a mile.

"Half of all long distance telephone circuits out of New York City to points south and west were cut off. Lines used by three radio networks and the State Department's 'Voice of America' were knocked out. Two coaxial tubes, leased to television companies for network telecasts were destroyed as were lines used by press agencies, banks, brokers, large corporations and the Western Union.

"According to the A. T. & T., 2,600 circuits for long distance phone calls were cut off, including main trunks to the Pacific Coast, Washington and points South and West.

"Fast and efficient work by company line workers resulted in 1,400 of the circuits being restored within twenty-four hours by re-routing. Ten minutes after the failure was discovered, the Western Union switched 200 important circuits to the West onto the company's high capacity micro-wave radio beam system.

"Radio programs were cut off or delayed for some time. No television programs were affected because none was on the air at that time. The telephoto wire used by news agencies was cut out for some time.

"Even before the wreckage was all removed, telephone repairmen in plastic helmets and rubber boots began the intricate job of splicing, together 2,976 long-line and 922 local toll circuits in the five telephone cables severed in the explosion. Re-routing on 1,550 other long line circuits and some 700 New York-New Jersey toll circuits enabled the several telephone and telegraph companies to keep up virtually normal service within a few hours of the blast. Only a few linemen could work in the tunnel at a time while crews of other agencies were removing debris and making other repairs."

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PLAN TO DUMP OVERSTOCKED TV SETS DISTURBS N. Y. DEALERS

New York department stores and other large retail outlets are ready to "dump" overstocked name brand television receivers at the first sign that "anybody else of size or consequence" follows the example of Macy's, New York. On Thursday of last week, Macy's advertised more than 250 sets at substantial reductions from original fair-traded prices and specifically named receiver producers - the first advertisement of its kind in the New York area.

Distributors of three of the name-brand sets, while disturbed by the store's action, said, according to The New York Times, that the Macy move was perfectly legal under the Feld-Crawford Act because units sold were either superseded models eligible for clearance reductions under the act or damaged floor samples.

A spokesman for Macy's denied that this assurance had been given to distributors.

An official of a large retail organization said there is a strong possibility that two well-known "aggressive radio and appliance chains" will soon run clearance insertions naming manufacturers of top brand sets. He said his concern is watching the situation carefully and at the first appearance of such a move "we will certainly get in on the act, too."

The Macy action, according to retailers, clearly indicates two developments in the local television market as follows:

1. Seriously heavy inventories of some receivers exist in department stores.
2. Macy's is determined to cease losing business to smaller retailers who regularly cut fair traded prices on television receivers while the store must maintain them in the face of careful manufacturer policing.

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DURR, EX-FCC, DEMANDS FBI SPY METHODS BE INVESTIGATED

President Clifford J. Durr of the National Lawyers Guild demanded this week that President Truman name a special citizens' committee to investigate FBI methods revealed by the Judith Coplon spy trial.

The former Federal Communications Commissioner said that while no detailed analysis of the FBI reports produced as evidence at the trial is available, newspaper accounts indicate a "dangerous trend toward a police state."

He added that the FBI is turning the country "into a Nation of snoopers," and "this is an issue that demands a searching inquiry."

There seemed little likelihood Mr. Truman would reply.

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TV SET SALES INCREASE 50% AMONG INCOMES LESS THAN \$2,000

A survey of more than 800 set owners made by Frank Mansfield, Sylvania Electric Products, Inc., Sales Research Director, confirms a trend in the television market which has seen sales steadily shifting from higher to lower income groups. Mr. Mansfield reported purchases of receivers increased 50 per cent among families with incomes less than \$2,000 annually from December, 1948, through February of this year. In this period, he continued, set ownership increased 33 per cent among families with incomes between \$2,000 and \$5,000, and 30 per cent among families with incomes in excess of \$5,000.

Mr. Mansfield said that 58 per cent of video sets now in use are owned by families with incomes less than \$5,000 annually. He said that this economic group is the most important influence in television sales currently.

Results of the survey indicate a definite consumer resistance to higher price sets, according to Mr. Mansfield. Since the beginning of the current year, only 12 per cent of all receivers sold retailed for more than \$515. In the last quarter of 1948 they represented 16 per cent of the total market. Mr. Mansfield said the survey also showed that nearly 50 per cent of sets sold in January and February this year listed for \$335 or less.

Demand for lower priced units is apparent among families with incomes exceeding \$5,000 annually as well as among those in lower income brackets, Mr. Mansfield pointed out. During the first two months of this year, only 15 per cent of sets bought by the \$5,000 group sold for more than \$515. In the fourth quarter of 1948, 25 per cent of sets purchased by this group listed for more than \$515.

The survey also found that in general, owners are satisfied with their sets. No undesirable characteristics were reported by 60.6 per cent of owners queried. In answer to the question, "If you had it to do all over again, would you buy a television set?", 94.4 per cent returned an affirmative answer.

Television receiver manufacturers are producing more television-radio-phonograph combinations than they are selling. The survey revealed that 35 per cent of all television-radio-phonograph combinations produced since 1946 are still in supply pipelines (factory, distributor and dealer stocks).

On the other hand, only 12 per cent of table models and 22.5 per cent of straight television console models turned out since 1946 are still "in the pipelines", according to Mr. Mansfield.

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WIDOW OF THAD BROWN, FCC, WEDS EX-REP. H. A. COFFIN, DETROIT

Mrs. Thad H. Brown, widow of Thad H. Brown, who for 12 years was a member of the Federal Communications Commission, and before that Secretary of State of Ohio, was married last week to former Representative Howard A. Coffin, of Detroit.

Members of the family who attended the ceremony, which took place in the Congregational Church of Manhasset, Long Island, included Thad Brown, Jr., radio counsel, of Washington, Mr. and Mrs. Richard Guild Coffin of Roslyn, Long Island, Deane Fiske Coffin of Detroit, Mich., and Mr. and Mrs. Duncan Edmonds of Boston, Mass.

Following the ceremony, Mr. and Mrs. Coffin left for New London, Conn., where they reviewed the Harvard-Yale boat races as guests of Rear Admiral James Fife on the Admiral's flagship.

The former Mrs. Brown is the Republican National Committee-woman of the District of Columbia, and a member of the strategy committee of the Republican National Committee. She has long been active in Ohio, national, and District of Columbia politics.

A columnist for the North American Newspaper Alliance, Inc., N. Y., Mrs. Coffin is an associate member of the American Newspaper Women's Club of Washington and a member of the Women's Board of the George Washington University Hospital.

Mr. Coffin represented the Thirteenth Michigan District as a member of the Eightieth Congress. He was formerly President of the White Star Refining Co., an official of the Socony-Vacuum Oil Co., Inc., and an official of the Cadillac Motor Car Co., Detroit. He is at present senior partner of the Industrial Service Bureau, Washington.

Mr. Coffin was President of the Detroit Community Fund for 10 years, member of the Board of Directors of the Detroit Economic Club, Trustee of Brown University, and President of the National and International YMCA. Among his clubs are the Detroit Golf Club, and Burning Tree Golf Club of Washington. While in Washington, Mr. Coffin has made his home at the University Club. In Detroit his residence is at 19347 Berkley Road, and Old Acres, his farm at Rochester, Mich.

After July 1st, Mr. and Mrs. Coffin will make their home at 2206 Wyoming Avenue, N. W., in Washington.

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LAMME MEDAL TO ZWORYKIN - "OUTSTANDING TV CONTRIBUTION"

Dr. Vladimir K. Zworykin, Vice President and Technical Consultant of the RCA Laboratories Division, today (Wednesday, June 22) received the Lamme Medal, an outstanding award for scientific and technical achievement, from the American Institute of Electrical Engineers at its annual meeting at Swampscott, Mass.

Dr. Zworykin was awarded the medal "for his outstanding contribution to the concept and design of electronic apparatus basic to modern television." The medal, established in 1928 through a bequest of Benjamin Garver Lamme, Chief Engineer of the Westinghouse Electric & Manufacturing Company, was presented by Everett S. Lee, Institute President.

Brig. General David Sarnoff, Chairman of the Board of RCA, in presenting Dr. Zworykin, hailed him as the "scientist extraordinary of this age" and recalled highlights of the host of scientific contributions achieved by the medalist since his arrival in this country 30 years ago.

"His great love was television," General Sarnoff said, "and he worked tirelessly toward the goal of an all-electronic system that would some day prove to be the world's greatest means of mass communication, education and entertainment. His first achievement was development of the basic principles of the now famous Iconoscope tube. Then he began working on an over-all system incorporating this new electronic 'eye'. To achieve this he also developed the Kinescope, or television picture tube, for the receiver."

With the development of these tubes, the television tide turned from the mechanical to the electronic system, General Sarnoff pointed out. "...In 1929 he demonstrated all-electronic television publicly for the first time, proving that it was far superior to the old mechanical system with its motor and revolving disc. Scanning was done electronically and the picture was reproduced electronically."

General Sarnoff cited other developments to which Dr. Zworykin has lent his great talents: secondary emission multipliers, image tubes, the electron microscope, and a universal electronic computer, which may open the door to weather prediction and control beyond anything yet achieved.

In accepting the medal, Dr. Zworykin said that the rise of the scientist in public esteem presented an opportunity for the re-examination of the engineer, not only as a contributor to our standard of living but to the progress of science itself.

"The man in the street becomes conscious of scientific advances only as the engineer translates them into an instrument, a manufacturing process, or a machine," Dr. Zworykin stated. "The strategic importance of the engineer in making products of scientific discovery available to the public becomes evident when, for

prolonged periods, a scientific discovery remains dormant because engineering talent is not applied to its utilization."

Pointing out that we ordinarily think of engineering development following scientific discovery, Dr. Zworykin declared that, "At the moment we are more interested in the fact that engineering progress uniformly promotes scientific discovery by giving the scientist tools of increasing effectiveness.

"The present development of nuclear science appears inconceivable without the assistance received from the electronic industry in the form of high-power oscillator tubes and control equipment of all kinds. The same applies to the study of cosmic rays, the research into the nature of the electron through the study of atomic resonances, and almost every other problem in the forefront of present-day scientific interest."

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BIGGER AUDIENCES FOR NETWORK ADVERTISERS THAN EVER BEFORE

That more people are listening to the radio than ever before is a claim made by the Columbia Broadcasting System which in a recent ad stated:

"We thought we knew a great deal about why people listen to the radio. From all kinds of statistics we knew that Radio has been the most popular influence in American life in the present century.

"But no kind of statistics can ever define the structure of a love affair. Any more than they can fully explain why more Americans today are more involved with Radio than ever before.

"What, for instance, made the American people add 13 million radio sets last year to the 77 million they owned the year before?

"What made them listen to these sets more than the year before - for an average of 4 hours and 25 minutes a day?

"And why did they do this extra listening in the face of having many more things to do - like reading bigger and fatter newspapers and magazines, watching television, having more cars to ride in?

"Whatever the reason, the result is that the network advertiser is getting bigger audiences today than ever before, and is getting them at less cost - 6% less than in 1947."

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FCC ISSUES TELEPHONE, TELEGRAPH, RADIO PRIMER

The Federal Communications Commission has just issued a new booklet, "Telephone and Telegraph - A primer about wire, cable, and radio common carriers - their development, operation and regulation."

This is the third of a series of public information pamphlets about the Federal Communications Commission and its work. The first of these, "An ABC of the FCC," concerns the Commission and its general functions. The second, "Radio - A Public Primer", deals with broadcast and other radio services. Hence this third issue is devoted to common-carrier communication - public telegraph and telephone by means of land wire, ocean cable, and radio.

These publications are not distributed by the Federal Communications Commission but are sold by the Superintendent of Documents, Government Printing Office, Washington 25, D. C., for 5, 10, and 10 cents a copy, respectively.

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I. T. & T. TO REORGANIZE GREECE'S TELECOMMUNICATIONS SYSTEM

Plans for the reorganization of Greece's telecommunications system were announced Monday by the International Telephone & Telegraph Corporation, as the result of the signing of a technical advisory contract between the I. T. & T. and the Government of the Kingdom of Greece. The program is being sponsored by the Economic Cooperation Administration in Greece.

Under the terms of the agreement, I. T. & T. will furnish a staff of six communication experts who will advise and assist the Greek Government in the reorganization, reconstruction, and improvement otherwise of its existing facilities.

The Greek Government, under a plan proposed by ECA, will merge all present public telecommunication facilities into a single, autonomous company, free of governmental or ministerial control, but subject to governmental regulation as to rates and methods of financing.

The systems to be merged will be those of the Ministry of Posts, Telegraphs and Telephones, operating long distance telephone and telegraph networks, and those of the Hellenic Telephone Company (AETE), operating the urban automatic telephone systems in towns and cities having exchanges of 100 lines or more. The new company will be known as "The Organization of Telecommunications of Greece." (OTE).

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SUPREME COURT MAY GET BALTIMORE RADIO GAG CASE

Attorney General Hall Hammond may ask the Supreme Court of the United States for a definitive ruling on Baltimore's crime-news gag rule which was virtually abolished June 9 by the State Court of Appeals.

The appellate court reversed convictions of three radio stations and a news commentator on contempt charges growing out of an alleged violation of Rule 904 of the Baltimore Supreme Bench.

Backing up the decision favoring the radio station, Editor & Publisher said:

"The Maryland Court of Appeals verdict reversing the contempt convictions of three Baltimore radio stations is another victory in the long struggle to uphold the free press guarantee in this country. Although newspapers were not directly involved in the contempt actions, they did participate in the court battle. The 'gag rule' of the Baltimore Supreme Bench applied to newspapers and radio alike.

"Rule 904 is now wiped out insofar as it has any bearing on publication of crime news. Theoretically, those portions of the rule still stand prohibiting law enforcement officers from making statements or revealing information about an accused person. But the State Attorney General believes the rule 'is definitely gone'.

"Those two sections of Rule 904 banning publication of certain types of crime news have been declared invalid by the appellate court will be upheld. In view of recent decisions of the high court we don't see how a contrary decision could be reached.

"Now, after ten years, responsibility for publication has been restored to the newspapers and radio stations in Baltimore where it should be. The censorship imposed by the Baltimore judges has been removed."

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GENERAL ELECTRIC LAYS OFF 350 TELEVISION EMPLOYEES

General Electric Company this week announced the permanent layoff of about 350 employees in its Television Receiver Assembly Division at Electronics Park at Syracuse, N. Y., with the layoffs effective tomorrow (Thursday, June 23 and Friday (June 24).

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A BANG-UP FM, AM, TV SURVEY THAT DIDN'T COST A CENT

Here is how George M. Ives, President WRGK-FM, Brookfield, Ill., 13 miles from Chicago, solved the problem of conducting an audience survey that was inexpensive.

Telling the story to the FM Association in Washington, Mr. Ives wrote:

"x x x We have carried a good deal of free advertising for high school activities so we went to the Riverside-Brookfield High School Superintendent. He approved the idea of using students for the survey and turned us over to a teacher of social and business courses at the school.

"The teacher and 200 of his students did a very fine job of surveying 810 of the 7000 families in Riverside and Brookfield. The survey was made by door to door canvass of homes equally distributed throughout the two villages.

"The survey showed the following results:

Number of families surveyed.	810
Number of families with AM	806 or 99.6%
Number of families with FM	265 or 32.7%
Number of families with TV	172 or 21.2%
Number of families with FM but no AM or TV .	4
Percentage of TV owners who have FM.	54.7%
Percentage of FM owners who have TV.	35.8%

"The survey showed the following listening habits. The figures in every case are for 810 families:

AM --	3730 hours total or 196 hours per AM station per day
FM --	518 hours total or 33.5 hours per FM station per day
TV --	754 hours total or 188 hours per TV station per day
WRGK --	204 hours total of 204 hours for WRGK per day.

"Thus in the villages of Riverside and Brookfield WRGK has more listeners more hours per day than the average of AM stations, average of FM stations or average of TV stations. When consideration is made of the fact, according to other surveys, that 60% of the AM listening is to the four network stations, WRGK then has over twice the pull of the average of the independent AM stations in the villages of Riverside and Brookfield."

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WDSU-TV, New Orleans, La., became an affiliate of the Columbia Broadcasting System's Television Network last Monday. This brings the total number of CBS television affiliates to 42.

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::: _____ :::
::: SCISSORS AND PASTE :::
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If You're A Guest, The Ship Is Yours

(Comdr. E. F. McDonald, Jr., well known yachtsman, writing in "Motor Boating" tells how to be invited again)

1. The minute you step aboard, look around and then criticize the yacht, pointing out how it suffers by comparison with others.
2. Never bring rubber-soled shoes on board - always wear hard leather shoes, preferably with spikes. Hob-nailed boots are excellent for the decks in rough weather.
3. If the cruise is to be in cold climate, do not bring heavy clothing. There will be plenty on board, belonging to others.
4. Before boarding, look around carefully for a pool of oil or greasy mud on the dock and step in it with both feet. This will help keep the teakwood deck lubricated.
5. Start a game of cards as soon as you come on board, and pay no attention to the scenery.
6. Never offer to take your trick at the wheel.
7. Never do anything for yourself. Demand plenty of service. That is what the crew and host are for.
8. If, under exceptional circumstances, you should open a bottle of pop or beer for yourself, be sure to throw the bottle cap into the toilet. Dismantling the toilet and fishing them out is a lot of fun for crew and host.
9. If the ship has electric toilets, always step on them at two minutes after noon or whatever time the ship receives weather by radio. The radio operator will be delighted with the electrical interference this causes to short-wave reception.
10. Never throw cigarette butts overboard. Just throw them on the deck or carpet and step on them. Do the same thing with chewing gum when you have finished it.
11. If sandwiches are served, never eat them at the dining salon table. Just pick them up, take them out to the quarter-deck or cockpit - wherever there is a nice teakwood deck - especially if they are filled with mayonnaise; good for deck polish.
12. If you have occasion to throw anything overboard, never spit first to see in which direction the wind is coming from, but if you happen to know, throw it on the weather side so it will come back on the boat.
13. If the ship is equipped with shower baths, always use all of the water you can. The boat requires water to float; therefore, there is plenty of it all around. Hot water is particularly abundant because of the large supply of fuel all boats carry.
14. If you are ever asked to take the wheel, don't pay any attention to the course that you are given on the compass. Ignore the lubber line and just pick out a cloud for yourself and steer for that. After you have passed the first cloud, your host will probably pick out another one for you to steer for.
15. When you come to the fishing grounds, be sure to point out the best fishing holes to your host, especially if you have never been in the area before.

16. If you go ashore, don't worry about the time you return. The yacht is not on schedule, so your host doesn't care what time he leaves port.

17. Ignore the host, give commands to the crew as though you were the owner.

18. Never be on time for meals - the cook has nothing else to do.

19. When you have finished with your drinking glass, throw it overboard into the International wastebasket. It saves washing.

20. Don't, under any circumstances, compliment the crew when leaving. They did their best to make you comfortable, but then they don't know much about such things and are more to be pitied than censured.

21. A general rule of yacht conduct is - any convention, courtesy or consideration you would show in visiting a person's home should be disregarded.

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Du Mont Is Called "Mr. Television"
("Collier's")

Eleven years ago, Allen Balcom Du Mont, the television man, needed money to build a broadcasting station. He made a deal with Paramount pictures. In exchange for 56,000 shares of Du Mont stock, Paramount put up \$56,000 for what is now WABD, home station in the Du Mont TV network. Time passed, Du Mont expanded and the stock got split ten for one. Today Paramount's 560,000 shares would fetch \$7,560,000 on the market, or exactly 135 times what it cost. But Paramount isn't selling; it thinks the stock is worth at least ten million.

Last December, out of its 1948 profits, the Allen B. Du Mont Laboratories, Inc., cut a two-bit melon and passed out \$509,898 - a dividend of 25 cents a share to its holders of common stock. It was not a golden cloudburst, but it was the first payment of its kind in company history. Eighteen years ago, during his first year in business for himself, Du Mont put around \$25,000 of both his own and borrowed money into his laboratory, and made \$70 worth of sales.

In 1946, the first peace production year, Du Mont's factories made and sold \$2,290,000 worth of television products. The next year, the figure nearly quintupled to \$11,000,000. In 1948, it more than doubled to \$26,000,000; and this year business has been steadily hitting around \$1,000,000 per week, for an indicated total of \$55,000,000 - another double. How long Du Mont can go on winning the yearly double is anybody's guess, and his own is that he will be able to do it as long as the present market lasts.

Knowledge, plus curiosity, is the basis for Du Mont's prediction that, within the next four years, television will expand sevenfold to become a \$7,000,000,000 industry and one of the nation's ten biggest. Whether he's right or not, one thing is certain: Whatever happens to television will also happen to Du Mont.

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::: TRADE NOTES :::

All America Cables and Radio last week inaugurated a new radiotelegraph circuit between its station in Lima, Peru, and the station of the Mexican Government in Mexico City. While this circuit is intended primarily to furnish direct service between Mexico City and Lima and, through relay at Lima, between Mexico City and all other points in Latin America, it is equally available for service to and from other parts of the world. This circuit supersedes, without interruption, the service formerly rendered over the lines of the Mexican Telegraph Company in Mexico and the cables of All America Cables and Radio, Inc., from Salina Cruz to Central and South America and the West Indies.

The Directors of WJR, The Goodwill Station, Inc., of which G. A. Richards is Chairman, have voted a dividend of 10 cents per share to be paid June 30, 1949, to shareholders of record at the close of business June 20, 1949.

Milton L. Ehrlich, builder and developer of moderate income apartment projects, announced this week that he is installing phonographs as standard equipment in each of the 310 apartments in his latest garden village development, the Warren J. Lockwood Village in Roselle, N. J., just outside Newark. The phonograph being built into each apartment (as standard equipment just as the range and refrigerator are standard equipment) is RCA Victor's new 45 rpm phonograph, Model 9EY3.

Miss Frieda Hennock, of the Federal Communications Commission, as one of the prize exhibits of what the Administration is doing for women in the way of rich political plums, was among those who witnessed the swearing in of Mrs. Georgia Neese Clark, described as a Richmond, Kansas, banker, as Treasurer of the United States.

Others invited to get in on the publicity were: Mrs. Perle Mesta, just nominated for Minister to Luxembourg; Frances Perkins, Civil Service Commissioner and former Labor Secretary; Mrs. Nellie Tayloe Ross, Director of the Mint; and Mrs. India Edwards, Chairman of the Women's Division of the Democratic National Committee.

Television was one of the main factors contributing to the breakup of Radio Announcer Don Wilson's marriage to Mrs. Maruisa Wilson, Polish beauty, she testified in Los Angeles in winning a divorce.

"He just wanted to sit home and look at television and not go out any place," she told Superior Judge Alfred L. Barlett. She also said Wilson, Jack Benny's announcer, called her a "stupid Pole".

Four program sub-divisions have been created, in a re-organization of the NBC Television Program Department, all to be under the direct supervision of Norman Blackburn. Robert W. Sarnoff has been named Production Manager; Charles Prince, Manager of Talent and Program Procurement, and Fred Shawn, Manager of Operations. The fourth sub-division will be headed by a manager of new program development, a post to be filled shortly.

An eight-page descriptive brochure providing comprehensive information on RCA's Television 35mm Projector is now available to broadcasters.

Entitled "Television 35 mm Projector, Type TP-35B", can be obtained from any of the RCA district sales offices or by writing to Department #522, RCA Engineering Products, Camden, N. J.

A current study of operating costs of broadcasting station, including labor costs, now being conducted by the Research and Employee-Employer Relations Departments of the National Association of Broadcasters has been inspected and discussed by the NAB Employee-Employer Relations Executive Committee.

The project, a joint effort of Richard P. Doherty, NAB Employee-Employer Relations Department Director, and Dr. Kenneth H. Baker, Research Director, was one of the major topics at the first meeting of the new (1949-1950) committee held at NAB headquarters all day Tuesday.

Other subjects discussed by the group included the special labor problems of television, which have been analysed exhaustively in recent publications of the NAB department.

Plans to hush Western Allied broadcasts to a whisper in the Soviet zone of Germany were reported last Sunday.

Leipzig power plant operators were said to have been ordered by the Russians to hold distribution to a minimum during news broadcasts of the American radio RIAS and the British radio NWDR.

By this means, electric current would be so rationed that most radio set owners in the Leipzig area would be unable, because of the lack of power to tune in on the Western stations at the hours they broadcast news items.

Similar power cut plans were reported from other Soviet-zone areas.

Twelve student officers of the U. S. Army Ground Forces last Monday began a three-month graduate training program in electronics at the Camden plant of the RCA Victor Division, Radio Corporation of America. The course at RCA is held in cooperation with the Moore School of Electrical Engineering of the University of Pennsylvania, and is part of the Civil Schooling Program for Regular Army Officers.

At the conclusion of the training program, the officers will be assigned special duties in the various engineering divisions for intensive industrial experience and education in the design, operation, and maintenance of various types of electronic equipment.



HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heinl, *Editor*

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June 29, 1949

ORMANDY, PHILA ORCHESTRA, DRAW TWO QUEENS AND PETRILLO

by Robert D. Heinl

The smash hit which Eugene Ormandy and the Philadelphia Orchestra made in England was a regal affair from beginning to end. At the dock in New York, to give them a royal send-off, were Miss Margaret Truman, prima donna daughter of the President of the United States, and America's music Czar, James Caesar Petrillo. Mr. Ormandy was the conductor when Miss Truman made her professional debut.

Mr. Petrillo, who rarely makes public appearances but who evidently believes in doing such things right, came in a car loaded with fifteen bon voyage baskets, sixteen boxes of roses for women members of the party, and a basket of champagne for Mr. Ormandy, who, incidentally, was the first person to use radio as a stepping-stone to the conductorship of a great symphony orchestra.

Furthermore in a wireless message after the ship had departed Petrillo expressed his good wishes to each member of the orchestra and his regret at not having been able to greet them individually while aboard.

Queen Elizabeth attended the first concert in Royal Albert Hall in London and commented upon it by saying that "she had never heard more lovely music". Lord Halifax, who had heard the orchestra many times while British Ambassador in Washington and over the air via CBS broadcasts, had told Queen Elizabeth that "the Philadelphia Orchestra is one of America's proudest possessions and a treasured artistic possession of our present civilization".

The British Broadcasting Corporation contributed its part over the radio. As a matter of fact the success of the trip was so great that it almost caused the orchestra to miss the boat homebound.

"It all happened because of the enthusiasm of the audience in Manchester", Miss Alice Eversman writes in the Washington Star. "At the first concert there, the excitement was so great that to pacify the audience, Mr. Ormandy promised a return engagement at the end of the tour. The 7,000 seats for the second concert were not enough to accommodate the crowd and a third date was demanded instantly. Set for the following day, all seats for the two concerts were sold out in three hours. The British railway ran a special train to Manchester to bring the musicians to Southampton on time. Even so the Cunard Line had to hold the ship for an hour, an unprecedented service in the history of the company.

"The final concert in London's huge Haringay Arena broke also all attendance records for indoor symphony concerts in London. There were 10,323 paid admissions, although the seating capacity is 10,000 and 5,000 were turned away. This climaxed a series of eight semipopular programs by the 'Phils', a term used by the British press. The orchestra played 12 concerts in all in London, four of which were in Royal Albert Hall.

"London critics seem to have been as enthusiastic as the nightly audiences which voiced their approval with foot-stamping applause. They spoke of the orchestra's 'uncanny precision, tone quality, balance and ensemble', and urged their readers not to miss the opportunity 'to hear these American players'.* * * *

"This success is heart-warming to all Americans. It disproves the still prevalent belief that not much artistry can be found in the United States, and it forges another link of amity with our English cousins. Heretofore, despite any reports brought back to Europe by visiting musicians and the appearances of individual American artists abroad, the American musical taste was judged largely by our popular music and the jazz that appeal to the gayer side of all nationalities. This was the first visit of a major orchestra to Europe in 20 years and in that time musical standards in the United States have risen with leaps and bounds. In fact, we have grown accustomed to accept calmly the playing of our finest orchestras, not fully realizing how great they are. The British enthusiasm, however - one frenzied auditor threatened to kill Ormandy if an encore was not forthcoming - has made us proudly conscious of our blessings."

The International Musician, official American Federation of Musicians publication, commented:

"It was on any account a notable occasion in that this is the first transatlantic concert series by an American symphony orchestra within twenty years. But for the Federation the farewell was doubly significant. It was, in short, one of our major symphony orchestras following through with a return visit in accordance with the reciprocal policy, established by the Federation, whereby foreign musical organizations of established cultural standing are welcomed on American tours."

As a fitting close to the trip, the City of Philadelphia gave a luncheon last Tuesday to welcome its famous orchestra home.

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ALEXANDERSON, G. E., RECEIVES "MAN OF YEAR" SWEDISH AWARD

Dr. Ernst F. W. Alexanderson of the General Electric Company, pioneer radio and television engineer, received an award as the Swedish-born "Man of the Year", in the presence of 10,000 members of Scandinavian organizations in New York City.

Edgar Bergen and Charley McCarthy were the top entertainers speaking Swedish fluently.

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NAVAL LAB FIRE TAGS EVEN FIREMEN, POLICE - ATOM SCARE SPIKED

Not since wartime has Washington had the jitters the way it did over a \$50,000 fire last week at the Naval Research Laboratory, where top radio secrets of the Navy are carefully guarded and where Dr. A. Hoyt Taylor pioneered in radar. Russians were quickly tied into the blaze in public imagination and immediately following were rumors that it was part of an atom plot to blow up the Capital.

The fire was discovered by a watchman at 2:33 A.M. and reported under control at 4 o'clock by the combined efforts of the Navy's fire-fighting squads and the District of Columbia Fire Department.

It broke out in a warehouse containing materials ordinarily considered non-combustible - bags of cement, plastic sheets, electric motors and insulating materials. The flames swept the contents of the two-story, red-tile, steel-and-concrete structure, however, destroyed one loading platform, charred another and buckled a steel girder.

There was no evidence of sabotage, but that possibility will be considered by the board of inquiry, according to Capt. M. K. Fleming, acting director of the laboratory.

Captain Fleming called a news conference to spike rumors that the blaze was an "atom fire" and that explosives near by might have destroyed "the entire southeastern part of Washington.

He said there was no ammunition in the warehouse and there was no danger of a destructive explosion. The only explosives in the vicinity of the fire, he said, were for laboratory testing and were not military stores.

He also said that the work going on in neighboring buildings, while classified, was not on atomic bombs but was "basic research". He confirmed, however, that the Atomic Energy Commission had called the laboratory on the basis of the earlier reports.

The Navy was generally held partially responsible for the wild speculation that swept newspaper offices last Friday. A deep mystery was made of the fire when Marine Corps security guards at the laboratory barred not only reporters and photographers from the unrestricted warehouse, but even the police force of Washington.

City firemen were required to leave their names and addresses after fighting the blaze.

Navy spokesmen said the police were barred because the establishment has its own security system. They explained, too, that "American citizens only" were allowed at the news conference last Friday afternoon because that is a routine requirement for all who work in or visit the laboratory.

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SUPERIOR LARGE SCALE FM SOON TO BE DEMONSTRATED - ARMSTRONG

Despite setbacks and roadblocks suffered by FM in recent years, a panel of four radio authorities have declared frequency modulation "the bright spot in the broadcasting picture".

This was stated by the FM Association as being in accordance with an article in Sponsor Magazine - a publication for buyers of radio advertising.

Opinions expressed were in answer to the question: "FM is a superior form of broadcasting, yet thus far it hasn't become an efficient national advertising medium. Why?"

The panel of experts selected to answer the question consisted of Dr. Edwin H. Armstrong, the inventor of FM; Miss Eloise Smith Hanna, President of WBRC-FM, Birmingham; William E. Ware, President of the FM Association, and E. F. McDonald, President of Zenith Radio Corp.

Dr. Armstrong pointed out that before the war "FM was a highly competitive, fast moving threat to the AM system."

FCC action during the war, Dr. Armstrong asserted, resulted in removing FM "as a serious commercial threat to the established AM system, reducing it, for the time being at least, to a mere adjunct of the existing system.

He referred to the Commission's action of moving FM from a low to a higher megacycle band and then cutting down the power of principal FM stations, which destroyed FM coverage.

"However", Dr. Armstrong went on to say, "despite the fact that it was impossible, after the change in frequencies, to obtain adequate high-power transmission for over two years, and despite the fact that sensitive, inexpensive receiving sets required nearly three years before quantity production could be obtained, the time has now arrived where the superior service and better coverage of the FM system are about to be demonstrated to a large part of the population of the United States."

Commander McDonald said: "FM broadcasting is alive today only because it is so much better than AM that virtually nothing can kill it."

FM, he declared, is today only beginning to come into its own.

The Zenith executive grouped the "assaults" on FM into four categories. First, obstructions by interests that feared FM as a competitor and/or did not have FM patent control. Second, post-war apathy of the FCC toward development of FM and its change in frequency allocation. Third, production and sale of inferior FM sets; and fourth, "advertisers have not been told the truth about the inferior coverage of AM as compared to FM."

He added that FM is the dominant system of aural broadcasting in some areas and said he believed it to be only a question of time until AM is replaced entirely by FM but for several exceptions. Among these he said would be a limited number of powerful, clear channel AM stations to serve remote, sparsely populated areas.

"It will not be many years," Commander McDonald concluded, "until FM alone will reach more people than AM alone has ever been able to."

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WGN-TV TO DEDICATE NEW TRANSMITTER JULY 5

WGN-TV, the Chicago Tribune television outlet, will dedicate its new transmitter and antenna equipment in a special telecast Tuesday, July 5, starting at 9:15 P.M., CDT. The new equipment is the latest and best in operation in Chicago, said Carl J. Meyers, Director of Engineering for WGN, Inc.

Titled "The Picture of Progress", the program will be in two parts. The first portion of the telecast will be an official dedication of the new equipment, during which Col. Robert R. McCormick, editor and publisher of the Chicago Tribune, will deliver a brief address tracing the history of WGN, Inc. in the radio and television field.

Other highlights of the formal dedication include a film and narrative account of the new equipment and what it means to Chicago viewers.

At approximately 9:45 the second portion of the telecast will begin, with Lee Bennett introducing stellar entertainers from theaters, supper clubs and radio.

WGN-TV's new antenna is the RCA super turnstile model, and is erected atop Tribune Tower with its highest point 610 feet above ground level. This represents an increase of more than 180 feet over the height of the previous WGN-TV antenna on the Daily News Building.

Tests of the new antenna show that no spotty reception of WGN-TV signals exists in the Chicago area. Uniform reception throughout the area is assured by the latest engineering developments in the new antenna.

WGN-TV's new General Electric 5-kilowatt transmitter combines every modern improvement for producing the finest pictures and sound that money can buy. It is installed on the 29th floor of Tribune Tower, where it shares space with the WGNB FM transmitter. WGN-TV will continue to operate with an effective radiated power of 11.4 kilowatts, the maximum permitted under the present FCC "freeze" order.

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"RADIO MAJOR ADVERTISING TOOL HERE TO STAY" - MILLER, NAB

Broadcasting as a major advertising tool for the retailer is here to stay, Justin Miller, President of the National Association of Broadcasters, told the radio-television session of the National Retail Dry Goods' Association's salespromotion workshop in Chicago yesterday (Tuesday, June 28).

Radio is part of the every day life of a retailer's customers, the NAB president pointed out to the advertising and sales promotion managers of department stores, who made up his audience. FM and television gathering more sets and audience every day, added to transit radio and store-casting, round out the broadcasting picture, he said.

Judge Miller emphasized to the retailers in convention that they are now broadcasting's largest customers, and cited income figures of the NAB's Research Department, recently published, to document the statement.

This fact, he pointed out, represents radio's second great forward stride, and its second critical recognition as an advertising medium. The first, he recalled, was in 1940, when the national advertiser for the first time spent more advertising dollars in radio than in either newspapers or magazines.

Now, he said, in 1947 and 1948, in spite of steady increases in network expenditures, retailers are spending more in radio than anyone has ever spent before.

The NAB president told the advertising and sales promotion managers that broadcasting is well prepared to work with retailers on their special sales problems, because of the spade-work done over many years with the NRDGA, and because of the NAB's experiments in developing new advanced techniques for the more effective use of radio by retailers.

He described, as additional preparation, the outstanding work of research and development in the field of advertising copy, which he described as far beyond work done by any medium in the field.

Judge Miller predicted that these factors in radio, with the addition of television, will make for easier and less expensive selling in increasingly competitive markets in the years ahead.

"Out of all this may come the kind of successful sales promotion that made American retailing and American advertising the greatest and most successful in the world", he said. "It will produce customers for the retailer, more and better goods for the consumer, and jobs for all the people who grow, make and deliver consumer goods."

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THEATRE TV PROVES DRAWING POWER IN BROOKLYN SHOWING OF FIGHT

Theatre television proved its power to attract and entertain motion picture house audiences last week, according to an RCA release when 4500 Brooklynites, including many standees, packed Fabian's Brooklyn FoxTheatre to see 15 x 20-foot TV pictures of the Walcott-Charles heavyweight championship fight, instantaneously projected on a special screen by Radio Corporation's latest theatre television equipment.

The "Standing Room Only" sign was out at 8:50 P.M., and at 9:30, an hour before the fight began, the standee quota had been reached and it was necessary to close the doors of the theatre for the remainder of the evening. Many late-comers were turned away. The program, offered at no advance in prices and including the regular film bill, was heralded in newspaper advertising and heavily billed on the marquee of the theatre throughout the day.

With a continuous television picture on the screen for about an hour and 45 minutes, the enthusiastic capacity audience witnessed the longest sustained test to which theatre television has been subjected. The showing also represented the longest transmission ever used for theatre television, the only previous inter-city presentation of this type having been the Philadelphia Fox Theatre showing of the Louis-Walcott championship fight staged in New York a year ago.

The telecast of the Walcott-Charles fight, relayed from Comiskey Park, in Chicago, to New York over the NBC television network, was fed to the Brooklyn theatre from Station WNBT, New York. Each blow and gesture was seen on the theatre screen the instant it was picked up by the TV cameras 1000 miles away.

The showing constituted the first public demonstration of the new theatre television equipment, developed by the Radio Corporation of America. Greatly reduced in size and weight and improved in performance as compared to earlier experimental units, it is said to be the prototype of commercial models which RCA may have in production by the end of the year.

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RADIO-TV RETAILING'S JUMBO ISSUE HAILS TELEVISION

Reflecting the great vitality of the new industry of television, the magazine "Radio & Television Retailing", published by Caldwell-Clements, Inc., 480 Lexington Avenue, New York City, reports its forthcoming July number will be the largest July issue in advertising billings in the magazine's 28 years. The 144-page number, according to Publisher M. Clements, will carry over 95 pages of advertising (mostly in color) on television, radio, records and record-players.

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CLAIMED ESTIMATE OF 3,500,000 TV SETS FOR 1949 TOO HIGH

Intensive competition and over-optimism in regard to consumer demand has caused the television-receiver industry to begin considerable cut-backs of the over-all industry production schedule begun on Jan. 1, an industry spokesman declared last week. He told Alfred R. Zipser, Jr., of the New York Times, that the fifty or more manufacturers in the field were geared at the beginning of the year to produce 3,500,000 receivers in 1949, and it is now evident that there is a market for 2,500,000 at most.

"The industry representative declared", Mr. Zipser writes, that picture tube producers also overestimated demand for their products when they began the year with schedules calling for 4,500,000 tubes. Only 2,800,000 picture tubes can be absorbed this year - assuming that the industry turns out 2,500,000 sets - because the tube replacement market will take only 300,000 units, he said.

"He pointed out that Sylvania Electric Products, Inc., and General Electric Company, among the leaders in the tube and set production fields, respectively, have announced employee layoffs because of accumulated inventories. The industry spokesman emphasized that the production cut-backs do not indicate a bad slump in the industry but show clearly that 'we are out of step with demand.'

"Ross B. Siragusa, President of Admiral Corporation, was the only industry leader to supply concrete production figures. In a statement, he said:

"'Admiral production is continuing on schedule at the rate of 40,000 units monthly. Naturally, we anticipate a slight decline in July and August but it will not be a sharp one. We foresaw this at the beginning of the year when we set our 1949 goal at 400,000 television sets. I am confident we are going to achieve it."

"Commenting on the current 'shakedown' of prices, Mr. Siragusa declared that further reductions will be made by producers until the first week in September. By that time, he continued, 'most television sets will be realistically priced. If they are not, they won't sell.'

"Motorola, Inc. has cut back production for June and July 25 to 30 per cent as against April and May, according to W. H. Kelly, General Sales Manager.

"Radio Corporation of America and Philco Corporation representatives both said their organizations are increasing production. RCA soon will use additional production facilities at its new plant - its third television receiver factory - in Bloomington, Ind. Philco will begin operations in a new plant at Sandusky, Ohio, in a few weeks, according to Courtney Pitt, Vice President.

"From the reports by these producers, it is apparent that industry cutbacks are occurring primarily among lesser known brands of limited consumer acceptance."

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G.E. TRYING OUT NICKEL-IN-THE-SLOT JUKE BOX TELEVISION

Will patrons in restaurants and other public places pay five-cents to see three minutes of television served right in his own booth at a cafe or restaurant? This is now being investigated by the General Electric Company and AMI Incorporated, a juke box manufacturer.

Two of these new booth sets are now operating experimentally in a luncheonette in Hoboken, N. J. The sets are mounted on the wall above each booth table. To conserve space, the 10-inch "Daylight" picture tube is mounted vertically in the set, and viewers see the picture on a slanted mirror at their average eye level, which also permits wide angle viewing. Each set has its own coin mechanism, which will take up to a quarter.

Each booth set operates as a "slave" to a master receiver, which receives the signal and delivers it by cable to each booth. This master may be located anywhere in the establishment, and controls the program available in the booths.

In the Hoboken installation the master TV receiver is also connected to the juke box and the proprietor selects which will operate, through a special control which has been developed for the purpose by AMI and built into the AMI juke box.

Although it is supplying a signal to the booth sets continuously, the master set operates only when the owner selects television and patrons deposit coins in the juke box. The booth sets operate independently of the juke box.

Only sound volume can be regulated on the booth sets, with all other controls available at the master receiver. Each booth set contains about half the parts necessary for a full receiver, including the loudspeaker. One master receiver will power about 20 "slave" units.

Both companies state that it will be several months before any evaluation of the system can be made.

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JUSTICE DEPT. LOOKING INTO NETS; NO COURT ACTION SEEN

A study of network operations is under way by the Department of Justice anti-trust unit, a top official of that unit said this week, although there is no clear indication now that anything will be done in terms of court action. General Herbert A. Bergson said that network operations were under scrutiny, but he was inclined to believe the matter was something the anti-trust division has been interested in for years without taking any overt steps since 1943.

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EXTENDING DATE, ASCAP HOPES FOR EARLY TV MUSIC AGREEMENT

The American Society of Composers last week extended until August 1, 1949, right to the use of its members' music on television, pending final agreement with the Television Industry as to the rates of compensation. Previously the Society had extended this right until July 1, 1949. Since the last extension, further meetings with representatives of the broadcasters have resulted in substantial progress, the Composers stated.

Fred E. Ahlert, President of ASCAP, said in granting the extension, "It is my earnest belief that negotiations can be brought to a successful conclusion prior to August 1. The Society will continue to make all possible efforts to keep the extensive and varied ASCAP repertory available to the American Public on television."

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EMERSON TV PRICES GUARANTEED TO PUBLIC, DEALERS, ABRAMS ASSURES

Emerson Radio & Phonograph Corporation is guaranteeing prices of its television line to consumers as well as to dealers for thirty-day periods, Benjamin Abrams, President, said in New York yesterday (June 28).

He gave details of the price protection policy, said to be the first of its kind by any television manufacturer, during a company distributor meeting in New York at which a new line was shown.

If Emerson reduces the list price of a set, dealers will receive cost price difference rebates on inventories purchased up to thirty days prior to the reduction, Mr. Abrams declared. This is in line with policies of many appliance manufacturers, but is not general in the television industry yet despite increasing retailer pressure.

In addition, according to Mr. Abrams, dealers will also receive cost price difference rebates on sets sold to consumers during the thirty-day period preceding list price reductions. Dealers will be expected to pay the consumer the difference between the higher and lower list prices out of rebates, he said, and added that Emerson will feature full details of its price protection policy in its national advertising.

Mr. Abrams revealed that his company is producing 900 television receivers daily, which, he said, makes it one of the top producers in the industry. Television now accounts for 70 per cent of the company's total dollar volume, he pointed out.

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CAUTIONS BROADCASTERS REGARDING RADIO EDITORIALS

Urging that broadcasters use with caution their newly-won freedom to editorialize, the Radio News Subcommittee of the National Association of Broadcasters' Program Executive Committee last Saturday said that "we will not be satisfied until the right of all broadcasters to speak fully is recognized by the FCC."

The group made its statement in adopting, for inclusion in a revised edition of its Radio News Recommendations pamphlet, a new section on editorializing. The action was taken at the meeting of the subcommittee, held in Chicago in connection with the currently running NAB Program Clinic.

Radio News Recommendations are brought up to date periodically, and sent to management of NAB member stations for their guidance in the development of station news departments.

The new section of the recommendations points out that the Federal Communications Commission's report on June 2, 1949, which nullified the "Mayflower rule" forbidding editorializing, says in effect that a licensee may editorialize, and that the privilege shall not be used to achieve a partisan or one-sided presentation.

In its recommendations, the group's newly adopted section on editorializing advises that broadcasters remember that listeners must have faith in facts presented, in the intelligence and integrity of the broadcaster and in his motives.

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CBS CONFIRMS CUTTING DOWN NUMBER OF EMPLOYEES

Practically all departments at the Columbia Broadcasting System will be affected by a lay-off of personnel effective Friday, the New York Times states it was learned yesterday (June 28). Joseph H. Ream, Executive Vice President of CBS, who confirmed the report, declined to say how many employees would be dismissed.

It was reported, however, that from 100 to 125 workers are included in the cutback. It is also understood that CBS department heads were told recently to draw up two new budgets - one a 10 per cent reduction and the other a 20 per cent cut. The lay-off is expected to hit approximately 10 per cent of the employees.

When Mr. Ream was asked the reason for the personnel reduction, he answered: "We aren't making as much money as we used to."

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MAGNAVOX REPORTS EXTENSION OF \$3,550,000 BANK CREDIT

R. A. O'Connor, President of the Magnavox Company, stated in Ft. Wayne, Ind., last Saturday (June 25) that the company had extended its line of credit with four banks "on favorable terms" to Dec. 15, 1949.

The credit line, amounting to \$3,500,000 is with the First National Bank and the Harris Trust and Savings Bank of Chicago, the Bank of the Manhattan Company of New York and the Fort Wayne National Bank. The agreement was made on Aug. 15, 1946.

"This extension", Mr. O'Connor said, "together with a substantial reduction in the company's inventories will permit the company to improve further its position in the television and radio phonograph field."

Frank Freimann, Executive Vice President of the company, had previously said the radio and television firm had reduced its inventories in excess of one million dollars since the close of the fiscal year on February 28. At that time inventories totaled \$8,133-801.

Magnavox stock has been weak on the New York Stock Exchange recently, which was ascribed to the belief the company had a very heavy inventory of radio-phonograph combination sets.

Mr. Freimann said key dealers had reported to him that May sales of radio-phonograph combinations had greatly exceeded those in March and April.

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TO EDUCATE TV SET OWNERS ON PROPER USE AND CARE OF SETS

The RMA "Town Meetings" Committee, at a meeting last week in New York City, outlined an industry program of information for television receiver owners on the proper care and use of their sets and authorized the preparation of a series of ten one-minute films designed for television broadcasting. The Television Broadcasters' Association will cooperate in the preparation of the films.

One purpose of the films is to relieve servicemen of many "nuisance calls" from TV set owners who do not understand the elementary operations of their receivers.

Servicemen reported that many of their calls came from set owners who did not understand the use of receiver controls and antenna equipment or who had improperly placed their receivers. Many of these minor troubles, the servicemen said, could have been remedied by the owners without the aid of service technicians.

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Ralph Atlass, Chicago, Shows N.Y. Slickers A Thing Or Two

(There was a rumor current sometime ago that Ralph L. Atlass, Chicago radio magnate, was going to retire, but judging from the following article in Variety, it would seem to be somewhat like the premature report of the death of Mark Twain.)

Three months after Ralph L. Atlass and Norman Boggs took over operating WMCA, N. Y., which reportedly had been losing \$1,000 a day, the indie is "in the black". At least that's the story told by Atlass, management consultant, who was in Gotham last week looking over the books.

Atlass declared that sales volume has been increased by 25%, at the same time that costs were axed. "Success is due to Boggs' management and to our new rate card," Atlass said. "Not only did we cut rates drastically to a realistic level - from a \$325 daytime and \$650 nighttime hourly nick to a flat \$300 - but we're maintaining a one-price setup."

According to Atlass, N.Y. has "one of the worst rate systems in the country", with most indies offering inflated rates and then chiseling on them by giving bank-rollers under-the-counter special deals and discounts.

"The blue-sky operators who tear up their rate cards to snag business have hurt everybody's take in N.Y.," Atlass declared. "As a result, this city doesn't get the amount of business it should. Advertisers and agencies don't want to chisel, but when they find they can get extra spots and rakeoffs for free, they spend less in N.Y."

Atlass reported that WMCA's biggest sales boost was coming from national accounts, while local backers were more difficult to ink. He added that, with a few exceptions, most N.Y. indies were hampered by a defeatist attitude and were resigned to 2% or 3% share of audience, while with aggressive programming they could garner bigger audiences than some web outlets in certain time periods.

Under the Atlass-Boggs administration, the Nathan Strauss-owned station has pared operating costs while talent outlay has been generally maintained. Their programming philosophy is "to give listeners what they want, not what you think they should want," Atlass said.

Atlass is proxy of WIND, Chi, holds ownership interests in WLOL, Minneapolis, and has purchased KLAC, L.A., subject to FCC approval. He said that every station he had been connected with had been a "dog" but that with sound business operation it had shown phenomenal growth. In the three markets he is now active, he claimed, AM business is holding up and TV's effect has not been felt.

Asked whether he would buy WMCA from Straus, Atlass stated there was no prospect of such a transaction. He and Boggs are reported to be working on a percentage deal and to have been given a piece of the station.

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Cowles Enterprises Flourish After 100 Years - Tribute to Brothers
("Editor & Publisher")

It was 100 years ago when the newspaper which eventually became the Des Moines Register and Tribune printed its first edition in a log cabin in the village then known as Fort Des Moines.***

John and Gardner (Mike) are known today as the "publishing twins" of the Cowles family. Both went into the newspaper business at Des Moines, upon finishing college, having served apprenticeships on the R&T during their summer vacations. John Cowles is today president and editor of the Minneapolis (Minn.) Star and Tribune, having gained complete control of the daily field in Minneapolis in the short span of 14 years.

Mike Cowles, whose interest leaned toward the editorial side, is today president of the Register and Tribune, president and editor of Look magazine and the new weekly news digest, Quick.

The Register & Tribune Syndicate, started by John in 1923, has grown to be one of the strongest in the nation. Mike is also president of the Cowles Broadcasting Company, consisting of five stations.

Gardner Cowles, the younger of the two brothers, has been primarily responsible, for Look, whereas John was the moving spirit in their purchase of the Minneapolis Star in 1935 and its guiding influence since 1938, leading up to consolidation with the Minneapolis Journal (1939) and Minneapolis Tribune (1941)

When Gardner Cowles, Sr., died on his 85th birthday in February, 1946, his two sons had assumed full responsibility between them for all the Cowles enterprises. John is Chairman of the Board of the R&T and Look, while Mike is chairman of the S&T Board at Minneapolis.

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Despite TV Impetus in N.Y., Believes Radio Not Dead Yet
("Hollywood Reporter")

While "any good television show will sell almost immediately in New York now", it is quite likely that some sponsors, still uncommitted, may come to the conclusion that radio may have another healthy profitable year of life ahead. This is the summary impression of Harry Ackerman, Director of Columbia Broadcasting Network Programs in Hollywood, upon his return after 10 days of homeoffice conversations with CBS executives in New York.

No one knows precisely where the money for both TV and AM will come from, he stated, but it's likely that advertisers will buy lower-priced radio programs and economize thereby as well as taking some appropriations away from other media in order to afford video. However, it may be effected, he believes, the "whole hog attitude", now omnipresent in Gotham towards television, will be mellowed somewhat for the inclusion of AM usage.

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DUE TO THE FOURTH OF JULY HOLIDAY, THERE WILL BE NO ISSUE OF THE HEINL RADIO-TELEVISION NEWS SERVICE ON JULY 6TH.

R. D. HEINL

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: : : TRADE NOTES : : :
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Sol Taishoff, publisher of Broadcasting Magazine, and Mrs. Taishoff announce the marriage of their daughter Jeanne to Mr. Martin Kenneth Cowan. Mr. and Mrs. Cowan will be at home after the fifth of July at 2219 Washington Avenue, Silver Spring, Md., a suburb of Washington, D. C.

Westinghouse Electric Corporation has reduced list prices on four straight television receivers from \$20 to \$100. The largest cut was in a sixteen-inch picture tube console which was reduced from \$599.95 to \$499.95. The lowest priced receiver in the line, a ten-inch tube table model, was cut from \$269.95 to \$249.95. A ten-inch tube console in a mahogany cabinet was reduced from \$369.95 to \$299.95 and a console with a 12-1/2-inch tube, was cut from \$499.95 to \$369.95 in the mahogany cabinet and from \$459.95 to \$379.95 in the blond wood cabinet.

A. L. B. Richardson, formerly manager of the Patent Law Department of Sylvania Electric Products, Inc., has been appointed general attorney for the Company. He joined the legal staff of Sylvania Electric early in 1945.

A native of Schenectady, N. Y., he received a B.S. degree in Electrical Engineering from Harvard University in 1934 and a degree of Juris Doctor from the Law School of George Washington University in 1939.

Electric appliance sales in the Washington, D. C., area showed a mixed trend in April, with television again prominent on the upside with a 157 per cent increase over last year.

April video sales totaled 2796 against 1084 in the same 1948 month, according to figures supplied by the Electric Institute of Washington. Radio sales also showed decided improvement.

Dorman Israel, Executive Vice-President of Emerson Radio Corporation, declared in New York last week that despite great inroads by television, radio "is here to stay". He said radio production will henceforth be lower than television, but added radio will not be completely superseded by television any more than the phonograph was by radio.

U. S. Forest Service parachutists on the Ellipse back of the White House demonstrating how "smoke jumpers" fight forest fires, were seen at the National Press Club several blocks distant by press and radio reporters who were attending a meeting in connection with the Agriculture Department's forest-fire prevention drive.

Imports of radio receivers into Brazil had a total value of 147,312,408 cruzeiros during 1948, of which 103,881,932 cruzeiros' worth were from the United States, 20,954,381 from the Netherlands, and 15,100,668 from the United Kingdom. (One cruzeiro= approximately \$.0534, United States currency).

A bill, introduced by State Senator Clarence Ward, of Santa Barbara, relieving radio stations of responsibility for defamatory remarks over which they have no control, is up for signature by Gov. Earl Warren of California.

Stromberg-Carlson Company in New York this week introduced a new television receiver line, most units of which contain what it claims is an entirely new chassis providing greater sensitivity, more power, finer picture definition and improved tonal quality.

The other seven models in the line all contain the new chassis and a new "tuning eye" which permits both brilliance and tuning control with one dial. Prices range from \$479.50 to \$940. Except for the low-end table model, all sets have either 12-1/2 or 16 inch picture tubes and FM-AM radio. The top models have automatic phonograph facilities, some for records of all three speeds and where phonograph facilities are not built in a jack for their inclusion is provided.

One by one Broadway theatres are being taken over as radio and television studios. Thus far eleven theatres are now being used for this purpose and more are being sought.

In a realignment of the film and production departments at CBS Television, Stanton M. Osgood has been named Director of CBS-TV Production, and H. Grant Theis, Director of Film Procurement and Syndication.

The thanks of the Puerto Rican Association of Broadcasters for help in removing the threat of a government-operated commercial station in Puerto Rico was expressed to the National Association of Broadcasters by Tomas Muniz, president of the island Association.

Senor Muniz was replying to a cablegram of congratulations sent following the report that application had been made to the Federal Communications Commission for transfer of the station, WIPR, to the Department of Education, to be used for educational purposes only.

Said to be radio's biggest jackpot - \$52,000 in merchandise and cash - was won on CBS' "Sing It Again" telephone quiz Saturday (June 25) by Rush Clarke of Rochester, N. Y., 51-year-old sales engineer who had to stop working one year ago, after a heart attack.

Clarke won \$27,000 in merchandise prizes by naming Gertrude Ederle, swimmer who conquered the English Channel, as the "Phantom Voice". Then, with \$25,000 in cash hanging on the answer, emcee Dan Seymour asked Clarke: "Within a half hour of the elapsed time, I want you to tell me how many hours it took Gertrude Ederle to swim across the English Channel." Clarke's guess, 15 hours, copped the \$25,000 in cash. The correct time was 14 hours and 31 minutes.

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