



# HEINL NEWS SERVICE

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November 1, 1950

RCA TO COUNTER IN FCC-CBS COLOR TUBE SCRAP; DUMONT IRATE

The Radio Corporation of America yesterday (Oct. 31) said, in connection with the Federal Communications Commission's request that RCA turn over its tricolor television tube to the Columbia Broadcasting System for experiments with the approved CBS color plan, that it had not yet received such a request from the Commission but that it would reply to the letter immediately following its receipt.

The Columbia Broadcasting System said that it had asked RCA in letters on September 8 and 28 to make available the latter's tricolor tube for experimentation. In the first exchange of letters, CBS said RCA indicated it would supply the tube when it was successfully developed. Columbia said RCA had not answered its last request on September 28.

The Commission last month selected Columbia color for exclusive licensing and at the same time ruled out rival color methods developed by RCA and Color Television, Inc., of San Francisco.

RCA, whose color system includes the single full-color tube developed in its laboratories, has since brought suit in Chicago to upset selection of the Columbia method. The court action is largely based on the fact that Columbia color, using different broadcasting standards from current television operations, cannot be picked up on present receiving sets without additional equipment.

The CBS color method now includes a mechanical rotating color wheel. However, the Federal Communications Commission noted yesterday (Tuesday) that experts had testified the wheel could be discarded in favor of a single direct view tricolor tube when such a tube was "successfully developed".

The Commission said in a letter to RCA that it recalled RCA had said last July that it hoped to have a sufficient number of tubes by the Fall months to make them available to the industry for "study and development work".

The Commission said it wanted to have the tube tested in the CBS color system and asserted:

"The Commission feels it is appropriate to request when arrangements can be concluded between you and CBS whereby the above tests may be conducted.

"It would be helpful if the CBS engineers could be given the necessary technical information and operating instructions and could have the opportunity to view the tubes selected by you in operation in the RCA system.

"The Commission believes your cooperation in this matter will be in the public interest."

Allen B. DuMont speaking at the Fall meeting of the Institute of Radio Engineers at Syracuse, N. Y., (Oct. 31), said the Federal Communications Commission approval of color television recently was "an arbitrary and hasty decision injurious to the public and industry".

Dr. DuMont, who heads the Allen B. DuMont Laboratories, Inc., television manufacturers, says the industry "must continue to pursue all-electronic color system research to provide a system that is compatible, has no size limitations and which provides a high-fidelity color picture."

He termed the recently approved Columbia Broadcasting System color television plan inadequate.

He declared that the FCC decision had "caused tremendous confusion, doubt and possibly large financial loss to the consuming public as well as to the industry."

Dr. DuMont also said that the Underwriters' Laboratory seal of approval would be withdrawn from any set converted in the home for color television. The Underwriters' Laboratory affiliated with fire insurance companies, tests and approves electrical equipment.

A spokesman for the laboratory explained later, however, that approval of a set was invalidated automatically whenever a serviceman made a change in the set in the home, even if the change were only a repair job.

"The Underwriters' Laboratory cannot be responsible for something about which it knows nothing", Karl S. Geiges, associate engineer for the underwriters, told a reporter.

Mr. Geiges added that the laboratory had said it would approve converters that could be attached to TV sets by means of a simple plug, installed in the original set at the factory.

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BAM DIRECTORS TO MEET

The initial meeting of the Board of Directors of Broadcast Audience Measurement, Inc., is scheduled for Monday, Nov. 20, it was announced Monday, Oct. 30. The session takes place at 270 Park Avenue, New York City, commencing at 10:00 A.M.

The Board will principally consider the most effective means of audience measurement and formulate plans toward the establishment of an organization to achieve this.

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MISS TRUMAN EASILY QUALIFIES AS BIG TIME TV STAR

On past public performances of Miss Margaret Truman when a little pat on the back by critics might have been helpful, to say the least encouraging, they seemed to lean over backwards to be critical. When last Sunday evening, in the opinion of so many, she acquitted herself so creditably in her television debut, and when there was no evidence of their dire predictions being realized, the same critics were conspicuously silent or brief.

It reminded readers of the way the President turned the tables on the political reporters in the last national election. It also suggested to political observers, whether intended or not, that Miss Truman's gala television debut might have been of tremendous help to Mr. Truman and the Democratic Administration - and not costing the party a penny. Could there be a more inviting appeal to the women voters or the young people of the country?

The head of the Music Department of one of the leading universities of Washington, D. C., when asked to express an opinion, replied without hesitation:

"Margaret Truman, in her first television appearance made a delightful impression. She has a charming, beautiful stage presence. She is graceful and responsive and completely natural.

"Her vocal numbers were Francis Hopkinson's "O'er the Hills", a song of the American Revolutionary period, and "My Johann" by Grieg.

"While the character of these songs does not give an opportunity to judge the power or resonant quality of one's voice, nevertheless she sang them with the ease and fluency and style that they demand.

"The studio audience responded enthusiastically and we anticipate the pleasure of Miss Margaret's next appearance. As television follows its path of development, she may well become one of its stars in her own right."

The program was carried on CBS from New York on Ed Sullivan's "Toast of the Town", with a studio audience of about 800, and was seen by an estimated audience of 10,000,000 including President and Mrs. Truman who watched it from Washington.

As a result of the successful television bow of the President's daughter, many new and unsolicited contracts are said to have been offered to her.

Also another telecast is reported scheduled from Boston, November 19th, with the same sponsors as last week.

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PHONEVISION TEST POSTPONED BY ZENITH

Zenith Radio Corporation has postponed the starting date of its Phonevision test from November 1 until December 1, and has asked the Federal Communications Commission for permission to continue the test through the month of February, it was announced yesterday, Oct. 31, by Commander E.F. McDonald, Jr., Zenith president.

This is the second postponement of the test, which was originally scheduled to begin on October 1st, he said, and is occasioned by the same considerations that caused the original postponement.

"Our transmitter on the Field Building has been tuned up and putting out excellent test pictures since September", he said, "and the television-phonevision receivers have been installed in the 300 homes selected for the test by the University of Chicago. We are all set and ready to go, except for one thing:

"We simply do not have enough good, first quality feature pictures to conduct the test properly through its full schedule of 90 days. We need more time to conclude negotiations now in progress with a number of major producers."

Commander McDonald said that the Zenith Phonevision test has been authorized by the FCC for the purpose of helping them to determine whether or not the public wants Phonevision, and whether or not Phonevision is in the public interest. Moreover, he pointed out, motion picture producers should have greater interest in the test than almost any other business group because of the vital effect of television upon their industry.

"Nevertheless", he stated, "most of the major producers have been reluctant to make their productions available for the test. Even though it is self-evident that our 300-family test can have no effect upon attendance at Chicago theaters, we are now talking with several of them. I hope that this will be our last postponement and that we can secure a true cross-section of their production in time to start our test on December 1st."

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TOSCANINI DENIES RUMORS HE WILL DISCONTINUE CONDUCTING FOR NBC

Denying rumors and press statements that Arturo Toscanini would conduct for a network in the United States other than the National Broadcasting Company, Walter Toscanini, son of the maestro, issued the following statement:

"My father, Arturo Toscanini, wishes me to state categorically that he will not conduct for a network other than NBC. No such invitation has been extended to him. However, if one were forthcoming, my father would definitely decline the offer.

"At present he is being treated for an injury to his leg, which resulted from a fall he had almost two years ago. His future plans depend on the speed and completeness of the recovery,"

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## HIGHEST RED CROSS HONORS FOR SARNOFF AS RCA EARNS PEAK PROFITS

Felicitations are pouring in on Brig. Gen. David Sarnoff, Chairman of the Board of the Radio Corporation of America, as a result of Gen. George C. Marshall, in his capacity as President of the American Red Cross, appointing General Sarnoff National Chairman of the 1951 Red Cross Fund Campaign next March. Furthermore, the selection came on the same day it became known that the RCA had made a record net profit of \$33,384,637 for the first nine months of this year, exceeding any full year in the company's history.

Net profit of Radio Corporation in the third quarter of 1950 amounted to \$12,422,994, an increase of \$8,449,856 over the same period in 1949, it was disclosed in the consolidated statement of income of RCA and subsidiaries for the third quarter and first nine months of the year released by Brig. General David Sarnoff, Chairman of the Board. The third quarter earnings, determined after provision for all charges and taxes, were equivalent to 84 cents per share of Common stock, as compared with 23 cents in 1949.

The gross income for the third quarter of 1950 amounted to \$146,957,033, as compared with \$88,415,679 for the same quarter of 1949, or an increase of \$58,541,354.

For the nine months the gross income amounted to \$395,741,391 as compared with \$275,673,666 for the same period of 1949, or an increase of \$120,067,725. The net profit after all charges and taxes was \$33,384,637 as against \$14,095,186 for 1949, an increase of \$19,289,451. The earnings applicable to the Common stock for the nine months amounted to \$2.24 a share as compared with 85 cents for 1949.

General Marshall, who is now Secretary of Defense, noted that it would be impossible for him to perform the "double duty" of last year by functioning as both the Fund Chairman and President of the Red Cross organization.

He said he had given "careful consideration" to the appointment of the "right man" to take on the responsibilities of directing the important fund-raising campaign, and felt sure General Sarnoff was "that person".

General Sarnoff replied that it would be a "privilege" to accept the call. General Marshall's announcement of the appointment did not set forth the amount of money that would be sought in the annual Spring campaign.

A pioneer in the radio and television industry, General Sarnoff will bring a vast background of industrial and executive experience and broad experience and wide national contacts to the Fund Chairman post, General Marshall said.

General Sarnoff also is widely known for his interest in leading scientific, cultural and philanthropic organizations. During the last war he served on the staff of the Chief Signal Officer

in Washington, and as Special Consultant on Communications at Gen. Dwight D. Eisenhower's headquarters in Europe. For his war services he received the Legion of Merit and the Medal for Merit.

"The work of the Red Cross, particularly under present-day conditions, is of great importance to the nation's defense plans and, because of the high regard with which it is held by people throughout the world, is a great potential force in working toward restoration of the world peace which we all fervently seek", General Marshall told General Sarnoff.

In reply General Sarnoff said:

"I shall be glad to do my part in helping to raise the funds which will enable this great humanitarian organization to carry out the heavy responsibilities entrusted to it in these critical times."

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#### LAWRENCE HORLE, RADIO ENGINEER, IS DEAD

Lawrence C. F. Horle, who was prominent behind the scenes in the standardization of radio engineering and equipment, died in St. Barnabas Hospit, Newark, N.J., last Saturday (Oct. 28), after a brief illness. His age was 58.

Mr. Horle's interest in the radio field stemmed from his boyhood, when he heard a lecture on wireless given by representatives of the British Marconi Company. By the time he was 14 he was operating a small amateur station in Newark. He was one of the organizers of the New Jersey Wireless Association, said to be the first amateur radio operators group in the world.

After attending the public schools in Newark, he continued his education at the Stevens Institute of Technology in Hoboken. Upon graduation, he taught at the school for two years before entering Government service as an expert radio aid for the Navy Department, a post which he held through the first World War. During this time he was active in planning the Navy's radio research laboratory at Anacostia, Maryland, near Washington.

Later Mr. Horle served as Chief Engineer for the DeForest Radio Telephone and Telegraph Company and the Federal Telephone and Telegraph Company. He also had been Vice President of the Federal Telephone Manufacturing Corporation.

His most widely known contributions to radio were in the field of standardization of terminology and ratings. Allen B. DuMont, President of DuMont Laboratories and television network, said that he "contributed more than anyone else" to this field.

A member of the Institute of Radio Engineers for most of his life, Mr. Horle served in 1940 as the group's president. In 1948, three years after joining the Radio Manufacturers' Association (now

the Radio and Television Manufacturers' Association) as Chief Engineer and Director of the Data Bureau, he received the I.R.E. Medal of Honor for "contributions to standardization work, both in peace and war."

Since the second World War, Mr. Horle had conducted a consulting engineering practice in Newark and in New York. He had retired from this business in August.

His widow, the former Susan Stephen Geddes, survives.

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CBS AFFILIATES ADVISORY BOARD TO MEET NOV. 9, 10

The second 1950 meeting of the Columbia Affiliates Advisory Board will be held at CBS headquarters in New York on Thursday and Friday, Nov. 9 and 10, when the CAAB members, representing 186 independently-owned affiliates, meet with key CBS executives.

Frank Stanton, CBS President, will deliver the address of welcome on Thursday, Nov. 9, and will address the meeting again on Friday, Nov. 10, discussing, among other topics, CBS' standing today as against previous years.

In addition, there will be talks by Hubbell Robinson, Jr., Vice President in Charge of Network Programs; J. L. Van Volkenburg, Vice President in Charge of Network Sales; William B. Lodge, Vice President in Charge of General Engineering; Earl Gammons, Vice President in Charge of Washington office; and Louis Hausman, Vice President in Charge of Advertising and Sales Promotion.

Another feature of the two-day meeting will be a demonstration of the FCC-approved CBS color television system, with remarks by Adrian Murphy, Vice President and General Executive, and Dr. Peter C. Goldmark, Vice President in Charge of Engineering Research and Development.

The Columbia Affiliates Advisory Board was instituted in 1943 to consider mutual problems of the affiliates and the network. The country is divided into nine districts approximating the network operational plan, with the stations in each district electing one representative to serve on the Board.

CBS executives in addition to those named above, who are to attend the CAAB meetings include:

Frank Stanton, President; Joseph H. Ream, Executive Vice President; Lawrence Lowman, Vice President and General Executive; William C. Gittinger, Vice President and Assistant to the President; Herbert V. Akerberg, Vice President in Charge of Station Relations; William A. Schudt, Jr., Director of Station Relations; and E. E. Hall, Eastern Division Manager, Station Relations.

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NEW ELECTRONIC DEVICE FACILITATES COLOR MEASUREMENT

A simple new instrument, which for the first time enables quick and accurate measurement of color coming from a direct light source, was described in Cleveland last week by George C. Sziklai, physicist of RCA Laboratories, Princeton, N.J., at the annual meeting of the American Optical Society.

Called a "tristimulus photometer", the new instrument uses only five electron tubes and is no larger than a shoe-box. It simultaneously determines the relative strength of the three basic color components in a light source under study and gives an instantaneous reading. Previous methods of color specification, Mr. Sziklai said, require roughly one-half hour of measurement with a spectrometer followed by several hours of computation.

Though the spectrophotometric method gives a higher degree of accuracy, he said, the tristimulus photometer can give values of the three color components sufficiently precise for every-day engineering work and can readily distinguish between two different color samples which are close enough together in value so they would appear identical to the eye.

Designed specifically to provide a laboratory and studio check on the faithfulness of color reproduction in color television, Mr. Sziklai said that the instrument, since it can determine the values of a reflected light source as well as a direct one, might also have valuable application in the textile, paint and other industries where color matching is critical. He pointed out that a direct-reading electronic instrument had been designed by the National Bureau of Standards of the U. S. Department of Commerce, which can define the components of reflected light, but cannot handle a direct light source such as that of a television screen.

The new instrument consists essentially of an "eye" and a "brain". The "eye" is made up of a lens which focuses the light under study onto a mirror assembly designed to split the beam into three parts of equal intensity, Mr. Sziklai explained. The three beams then pass through three filters, each sensitive to a range of wavelengths corresponding to the basic color components.

The "brain" of the instrument starts with three photocells, one for each filter. The photocells convert the light energy to electrical energy which passes through circuits, each of a different design, to compensate for the mathematical dissimilarities between the three color components. Finally, a corrected value for each component is read on microammeters.

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SYLVANIA RESEARCHER ANALYZES TV REQUIREMENTS FOR BEST PICTURE

A comprehensive analysis of television receiver specifications, including several not previously considered by TV engineers, was the subject of a paper delivered to the Radio Fall meet- in Syracuse, N.Y., yesterday (Oct. 31) by W.B. Whalley of the Physics Laboratory of Sylvania Electric Products, Inc., Bayside, New York. The meeting was sponsored jointly by the Radio Television Manu- facturers' Association and the Institute of Radio Engineers.

Mr. Whalley said that the studies which he reported were made to provide specifications which would make better use of the high quality picture tubes which are presently available.

One of the TV receiver operating characteristics which he used as an example he called "stability of picture area". "While other performance characteristics of a TV set may be excellent", he explained, "the video image may change appreciably in size accord- ing to variations in line voltage caused by refrigerators and oil burners going on and off. In other circuit designs the picture may change in area according to picture brightness which may change from scene to scene. Instability of picture area is, of course, undesir- able because it means that the eye of observer is distracted from the action of the scene.

The seven most important considerations of TV set perform- ance for which circuit and component specifications were reviewed included: good picture resolution; steady synchronization; good image contrast and gamma; rigorous control of black or background level; low noise level and interference; reasonable picture bright- ness and picture area stability.

"The associated circuits", Mr. Whalley said, "cover the whole range of set operation from high voltage regulation through automatic gain control to overall amplifier amplitude and phase characteristics."

Mr. Whalley received his B.A.Sc. degree from the University of Toronto in 1932 and was a member of the University's Department of Electrical Engineering for the following four years during which he received his M.A.Sc. degree. He is a member of Sigma Xi, Ameri- can Association of University Professors, American Physical Society and the Institute of Radio Engineers.

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The FBI announced last week the arrest of Herman Floyd Kinner, 38, a Wilmington, Ohio, carpenter for the September 17, dynamiting of a Voice of America radio transmitter at Mason, Ohio. J. Edgar Hoover said Kinner was taken into custody at El Paso, Tex., and has admitted he "did the job". Hoover said Kinner is a former soldier and has been a patient in mental institutions.

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FOURTH VOICE OF DEMOCRACY CONTEST LAUNCHED

National Radio and Television Week, which opened Sunday, October 29th, launched one of the most active phases of the fourth annual Voice of Democracy contest in every High School in the United States and its territories.

At this time the students heard a series of five especially prepared "model talks" transcribed by nationally prominent figures and broadcast by the approximately 2,800 radio stations participating in the contest which is jointly sponsored by the National Association of Broadcasters, the Radio-Television Manufacturers' Association and the United States Junior Chamber of Commerce.

These transcriptions can serve as idea patterns for the contestants, and each is urged to listen to the complete series before preparing a script. The voices heard on the five 4½ minute programs were those of: Supreme Court Justice Tom C. Clark, VOD Honorary National Chairman ("Platform for Democracy"); Senator Edwin C. Johnson (D), of Colo., ("Democracy at Work"); NAB President Justin Miller ("Freedom of Expression"); U. S. Commissioner of Education Earl J. McGrath ("Education for Democracy"); and Representative Brooks Hays (D), Ark., Vice President Southern Baptist Convention, ("Freedom of Worship").

Judges for the 1950 contest finals are: Erwin D. Canham, Editor, Christian Science Monitor; Rabbi Norman Gerstenfeld, Minister, Washington, D.C. Hebrew Congregation; Frieda Hennock, Commissioner, Federal Communications Commission; H. V. Kaltenborn, National Broadcasting Co., news analyst; Corma Mowrey, President, National Education Association; Frank Pace, Jr., Secretary of the Army; W.L. Spencer, President, National Association of Secondary School Principals; and Lowell Thomas, Columbia Broadcasting System news analyst.

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MUZAK ASKED TO SEND "VOICE" SAMPLE WORK MUSIC PROGRAMS

The State Department has requested Muzak Corporation to make available sample work music programs for transmission abroad through the "Voice of America", it was announced this week by Charles C. Cowley, Executive Vice President of Muzak Corporation.

It will be pointed out that both labor and management in the United States work together to make every man's job as pleasant as possible. In the United States, millions of men and women are working to Music-by-Muzak every day. Muzak-While-You-Work is extremely popular with both labor and management because it serves to make the working atmosphere more pleasant.

The "Voice of America" will transmit these ideas to millions of workers throughout Europe as another example of the American way of life as well as an example of how both labor and management in this country strive to maintain high individual productivity.

"We have conclusively proved that people who feel better work better, and Muzak helps to do the job", said Mr. Cowley.

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TRUMAN'S ONLY POLITICAL SPEECH TO BE CARRIED BY LARGE NETWORK

President Truman's only major political speech in this year's campaign will be broadcast over one of the largest radio and television hookups in history, the Democratic National Committee said today, according to Anthony Leviero in special report to The New York Times.

Mr. Truman will make the address from St. Louis Saturday at 10 P.M., EST, in a party rally to be held in Kiel Municipal Auditorium there.

Nearly 1,200 radio stations and 76 television stations will carry the speech, according to William M. Boyle, Jr., Chairman of the Democratic National Committee, which will bear the cost, estimated at more than \$100,000.

The four major networks and some independent stations will carry Mr. Truman's voice and all television stations connected by cable will carry the broadcast from networks of the American Broadcasting Company, the Columbia Broadcasting System, the DuMont television network, and the National Broadcasting Company.

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10 PER CENT TV SET TAX STARTS TODAY

A 10 percent tax on the manufacturer's prices of television sets and freezers goes into effect today (Nov. 1) and District dealers were confused as to just how much of the tax would be passed on to the consumer.

The confusion stemmed in part from the fact that the tax is applicable only on goods sold by the Manufacturer after today.

The major questions were:

1. How much would be absorbed by the manufacturer, wholesaler and retailer?
2. Whether the resulting increase would be tacked onto current inventories or only on past-deadline shipments.

The Internal Revenue Bureau said the new law means higher prices - but not much higher - on television sets and freezers.

A similar tax has been in effect on radios for years.

Three changes in the excise tax laws also go into effect today regarding jewelry and furs sold by auctioneers; slot machine increases; and passenger and freight increases to be applied to payments made outside the country for transportation in the United States.

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VOTERS URGED TO MAKE IT HOT FOR CONGRESS IN FCC'S COLOR TV ORDER

A movement to block the FCC's adoption of "spinning wheel" color television through the intervention of members of Congress was launched Monday (Oct. 30) by Dr. Orestes H. Caldwell, former Federal Radio Commissioner, and now editorial director of two leading television engineering and trade journals, Tele-Tech and Radio & Television Retailing. He suggested that all television set owners write their Senators and Representatives, urging them to bring their influence to bear to delay the present FCC color television ruling.

Dr. Caldwell, who in 1927 blue-printed the allocation of wavelengths still used by the standard radio broadcasting industry, termed the FCC order "an outrage and an absurdity". He made public what he termed an open letter to Congressmen, in which he stated:

"Despite the fact that good color-television systems are already well developed and will soon be available -- systems which will deliver a good black-white picture to each of the nine million television sets now in use by the public -- the FCC has ruled these improved systems out. Instead this Commission has ordered into operation an archaic mechanical system which will not produce any picture whatever on the nine million sets now in use, and the many millions to be built, without an expenditure by each owner of \$30 to \$130 for an 'adapter'. This 'adapter' will bring in only a black-and-white picture when a color picture is being broadcast.

"Then to receive color-pictures, after he has made the above outlay for the adapter, will have to spend another \$75 to \$125 for a color-wheel 'converter'. But these color-wheel converters will work only on the small picture-sizes, up to 10 to 12 inches, a size now largely obsolete. In fact, 87 per cent of the picture-tubes made this month are 16 inches and larger, and manufacturers are now tooling up for 21-inch and 24-inch picture sizes in response to public demand for larger and larger pictures.

"The result of the public's demand for larger picture sizes will mean that one-half to four-fifths of all TV-set owners will never be able to get color pictures with the present authorized CBS system.

"And the few set-owners who do make the above double outlays of \$100 to \$250 for 'adapters' and 'converters' will receive only a small color picture of degraded quality, subject to 'rainbow' color fringes trailing moving white objects.

"In the public interest -- the consumer's interest -- which the Radio Law required the FCC to protect, the present absurd color-television order should be immediately rescinded, and color-TV proceedings postponed until a color system can be adopted which will bring satisfactory pictures to all the millions of TV sets now in use, without any change or additional expense whatever.

"Nearly every qualified television engineer and television authority (outside of CBS) agrees with this view. The television industry almost unitedly supports this position.

"FCC Engineer-Commissioner George Sterling and Lawyer-Commissioner Frieda Hennock dissented and voted against the ruling by their associate commissioners. And many of the Commission's own technical staff have themselves privately expressed their violent disagreement with the absurd situation set up by the non-technical majority of the Commission.

(Continued on page 16)

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::: SCISSORS AND PASTE :::  
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How's Your Color?  
(Editor and Publisher)

Whether we end up with converters or adapters, whether it will be CBS or RCA, whether it will be Nov. 20 this year or next year, color television is on the way and we would like to add a word of emphasis to the question posed by our radio-tv columnist last week:

"What are newspapers doing to prepare themselves to handle the kind of advertising that the promoters of color video sets and programs will need and demand? Four-color shows certainly call for four-color advertising copy, when the advertisers get ready to talk about the advantages over black-and-white".

It may not work out that way, exactly, any more than movie houses showing Technicolor films use color advertising in newspapers in competition with black-and-white films.

However, it does promise an increasing awareness among advertisers of the value of color copy. (Some of those movie ads do appear in color in magazines.)

Color in newspapers is coming just as surely as color in tv. Magazine color has really come of age in the last 20 years. Newspaper roto color blossomed in the last 15 years. Newspaper r-o-p color, where great improvements have been made by a few pioneering newspapers, is next.

So, tv color will emphasize the trend to color in all advertising media and the sooner newspapers get ready for it by standardizing production techniques and color standards the easier will be the transition.

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Capehart "History" Wows Voters  
(By Stewart Alsop, "The Washington Post")

Indianapolis - There is a mystery here in Indiana. The same mystery is puzzling political soothsayers elsewhere in the Midwest, especially in Ohio and Illinois. For all the available evidence suggests that the voting here, in this off-year election, will be higher than in the presidential year 1948. This is deeply mysterious, simply because it flies flat in the face of all precedent.

No one knows who these people are who failed to vote in 1948 and who are apparently eager to vote now. But it is perfectly obvious that the candidate who gets their votes will win this election. And it is interesting that both the Republican incumbent, Senator Homer Capehart, and his Democratic rival, Assistant Attorney General Alexander Campbell, agree on one point. They clearly agree that, in this most Midwestern of Midwestern States, the foreign policy issue will decide the election.

Senator Capehart is relying on his own rather special version of postwar diplomatic history to win reelection. This reporter heard Capehart, a paunchy man with a round face which looks rather like an angry bun, expound this version before a large audience in the high school auditorium of Logansport, a farming center in northern Indiana.

The Capehart history starts with the Yalta conference. All reference to the parts played at Yalta by Winston Churchill and Joseph Stalin is omitted. Even Franklin Roosevelt is assigned a minor and rather pathetic role as the ailing and bemuddled assistant of the central figure. This is, of course, Alger Hiss, who lavishly bestows on the Soviet Union all sorts of favors.

Hiss then fades out of the picture, but "somebody" takes over his role. Occasionally this "somebody" appears to be Lee Pressman or Owen Lattimore or even a Lattimore-controlled Dean Acheson. More often he is nameless. But whoever he is, "somebody knew what he was doing, and that something was not in the best interests of the United States."

This dark history of treachery and conspiracy has already led to "26,000 casualties of American boys in Korea". It will lead in the end to the "Truman radicals getting the noose around our necks", with the draft, taxes, controls, inflation and, finally, socialism.

Capehart recited this sorry history with every evidence of conviction, and his audience of elderly, friendly people responded with genuine enthusiasm, applauding loudly whenever the Capehart stage manager signaled them to do so.

If these people, and people like them, account for the prospective unprecedented off-year vote, then Campbell is finished. Campbell evidently fears this, for he is now concentrating almost all his fire on the part played by Capehart himself in the history of postwar American foreign policy. \* \* \* \* \*

In the Capehart version of postwar history, there is one bright spot amidst the surrounding gloom. This is the record of the Republican Eightieth Congress when, as Capehart quite accurately points out, "the tide of communism was stemmed in Europe and the cold war kept cold" thanks to Greek and Turkish aid, the Marshall Plan and the Atlantic Pact. What Capehart omits to mention is that he tried manfully to gut all three measures. Campbell is very busily pointing out this omission.

But Campbell suffers from one grave disadvantage.

The United States is not accustomed to defeat, diplomatic or otherwise. Yet only five years after a great victory, this country finds itself in the most dangerous situation in its history. It is no doubt natural to blame this situation on something as simple as internal treachery - which has certainly existed - rather than on such vague concepts as an upset world power balance, on such intangibles as the illusions of tired men, or on the designs of such vague and distant figures as Joseph Stalin and the members of the Politburo. Senator Capehart is confidently relying on this natural human tendency to win him reelection.

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"You mean THAT's the big surprise? (pointing to a picture of mother and newborn baby in a hospital room with father standing by). . . I thought we were getting a 30-inch television screen!!"  
- From a "Grin and Bear It" cartoon by Lichty.

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::: TRADE NOTES :::  
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For the second consecutive month sales of radio receiving tubes in September set a new all-time record, the Radio-Television Manufacturers' Association reported this week. September tube sales totalled 37,031,373 compared with the previous record of 36,269,435 set in August.

September sales brought the total for the first nine months of this year to 264,804,746, RTMA said.

The retail prices of the Sunday edition of the New York Times will become 25 cents next Sunday outside of a 50-mile radius of New York City. The former price was 20 cents.

The 15-cent retail price of the Sunday edition within the area will remain unchanged. There will be no change in the price of the daily edition.

The appointment of M. S. Klinedinst as Manager of the Industrial Equipment Sales Section of the RCA Engineering Products Department has been announced by T. A. Smith, General Sales Manager of the Department. Mr. Klinedinst succeeds P. B. Reed, who was recently named Vice President in charge of the Government Service Division of the RCA Service Company.

Mr. Klinedinst, a veteran of 17 years in the engineering and sales activities of RCA, was formerly Manager of the Scientific and Industrial Equipment Sales Section of the RCA International Division.

Hoffman Radio Corporation - Nine months: H. L. Hoffman reported sales and earnings exceeded totals for entire year of 1949 and were best in history of company. Net income was \$1,713,477, or \$3.01 each on 569,098 common shares, against \$1,276,036, or \$2.24 a common share last year; sales of \$21,031,765 almost doubled the \$11,987,000 of a year ago. September quarter: Net income, \$783,208, or \$1.38 a common share, on sales of \$9,802,135.

The General Electric Company is continuing development of its all-electric color television system notwithstanding the Federal Communications Commission's decision authorizing commercial operation of the Columbia Broadcasting System's color system. This was announced Monday (Oct. 30) in Syracuse by Dr. W.R.G. Baker, Company Vice President and General Manager of the Electronics Department.

Major advantages of the system, Dr. Baker said, were that complicated and precision equipment would be incorporated in the transmitters, keeping home color television sets relatively simple. In addition, he asserted, the system will permit color broadcasts to be received on present sets in black and white without the addition of adapters.

Religious leaders urged the Federal Communications Commission Monday (Oct. 30) to permit churches to operate non-profit, low-powered FM radio stations.

Under consideration by the Commission is a proposal by the Southern Baptist and Texas Baptist conventions that some of the

channels in the frequency modulation spectrum be opened for such use. Spokesmen for other Protestant denominations joined in the plea at a hearing before the Commission.

It was estimated the stations would cost no more than \$2,500 each and would serve a radius of about ten miles. They would carry educational, recreational and civic as well as religious programs.

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Rear Admiral Ellis M. Zacharias, retired, former Deputy Chief of Naval Intelligence, urged last week that the Voice of America propaganda broadcasts be removed from supervision of the State Department and be conducted under "an independent agency".

He told a press conference in San Francisco, Cal., that Russian methods must be fought by similar methods, and added: "The State Department has to be diplomatic, and propaganda can't be."

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Dr. Vladimir K. Zworykin, Vice President and Technical Consultant of the RCA Laboratories Division, left last Saturday (Oct. 28) from New York International Airport at Idlewild, Queens, for a seven-week tour of South America to discuss the development and potentialities of television and observe the progress of electronics in South American countries.

Dr. Zworykin will attend meetings of the Inter-American Broadcasting Congress while in Sao Paulo and also inspect the first television station in South America to provide regular daily broadcasts - PRF-3-TV. He will also address technical societies in Rio de Janeiro, Sao Paulo, Buenos Aires and Santiago.

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Governor Dewey and Representative Walter A. Lynch, his Democratic rival in the Governorship race, managed to share a half hour of television last week without meeting in person.

Mr. Dewey expressed disappointment that last Saturday's program over WPIX, The New York News station, had not been a question-and-answer session. The Governor said that he had favored this arrangement but that Mr. Lynch had preferred to use his fourteen minutes for a personal presentation.

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(Continuation of "Voters Urged To Make It Hot For Congress In FCC's Color TV Order")

"I urge that you bring your influence to bear to delay the present FCC color-TV ruling until the recommendations of a competent committee of radio scientists, such as the President's Communications Policy Board, the Condon Committee, or other qualified, disinterested group, can be obtained - this in the interest of your constituents and the great services which unfettered television can in the future bring them."

Dr. Caldwell expressed the view that the technical and economic considerations associated with FCC's approval of CBS color television are of such far reaching character that the system can never win acceptance by the American public.

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# HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

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Robert D. Heinel, Editor

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NILES TRAMMELL

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November 8, 1950

"THEY DON'T WEAR HORNS", WEBSTER, FCC, ASSURES MISSOURIANS

President Harry S. Truman wasn't the only prize exhibit the citizens of Missouri had the opportunity of seeing this week. The added starter was Commissioner E. M. Webster of the Federal Communications Commission who addressed the Kansas City Institute of Radio Engineers.

"When I received the kind invitation of your Chairman to address you today, I not only considered it an honor and pleasure to be asked but I also considered it a duty to let you get a look at a real live Commissioner, so that you can determine for yourselves whether or not he wears horns and carries a pitchfork, as so many persons would have you believe. While, unfortunately, my stay here will have to be short, I feel confident that I will go back to Washington in a position to attack Commission problems from a fresh and enlightened viewpoint as a result of having exchanged ideas with you. " " "

"I have noted that, in the past, too few Commissioners have appeared before audiences in this section of our country. I think it is unfortunate that the pressure of Commission business in Washington prevents Commissioners from getting away more often for visits to various parts of the nation to meet the people and obtain their thoughts and feelings by direct contact. Only in that way can a public official keep abreast of the rapidly changing needs of the radio art in today's uncertain world. But it is not only the public official who must be alert to the ever-increasing global problems which are facing us - you who are private citizens, pursuing your careers as private radio engineers, must assume definite public responsibilities in order to help this nation of ours in the conduct of its national and international affairs.

"As a result of the new role which this nation has assumed as a leader in world affairs, new tasks have suddenly been thrust upon our citizens in all walks of life. Labor leaders, churchmen, industrialists, educators, government officials, - all have had to reckon with the problem of new responsibilities arising from the present day world leadership of the United States. Abroad, other nations look to us for moral and material support. At home, each day finds our government calling on citizens to make additional contributions to our national efforts. The engineer, too, has been confronted with many new problems as a result of such developments. It is with regard to the engineer's responsibility in contributing to our national leadership that I should like to address you.

"Our new international responsibilities have created a need for leadership that I believe is unparalleled at any time in our entire history. Since the ultimate source of this leadership must stem from citizens like you and me, it is essential that each of us make additional efforts to achieve those qualities that always distinguish leaders from followers. How can we radio engineers make greater contributions in this connection? I believe there are three principle areas in which we can strive for improvement that will increase our utility: We must constantly broaden our outlook so that we strengthen ourselves in the many non-technical skills which today are essential

components of any leadership in the radio engineering field. Secondly, we must seek to be active leaders in those areas of national and international endeavor relating to radiocommunications in which we can make a contribution. Finally, we must attempt to maintain the highest order of ethical standards in order that our technical contributions are not undermined by the many complicated political and administrative factors that are a part of our decision-making environment today." \* \* \*

"In regard to my second point with reference to the need for radio engineers to actively contribute to the solution of some of our outstanding policy matters in the field of radio, some of the international communications problems facing this nation well illustrate the need for additional engineering leadership. Engineers serve in numerous ways in the actual process of working out an international treaty for the world-wide regulations of various aspects of communication. Some are on the firing line where they officially represent the United States at the bargaining table and actually negotiate with other countries of the world for the results this nation hopes to obtain in the final treaty. Other engineers, both government and industry, often act as advisors to such representatives. \* \* \*

An important step that can be taken to improve the training of our radio engineers to meet additional responsibilities is to catalog those governmental and industrial positions that afford the engineer a chance to look at his problems from other than an operational and technical point of view and encourage an inter-change program of executives and technicians between government and industry. The success of the Economic Cooperation Administration in utilizing industrial executives for short periods of six months or a year is an outstanding example of the mutual benefits that can be derived from such programs. The Government gained badly needed skills and the individuals had a chance to gain unique insight into many national and international problems. Government technicians working here and abroad with technical assistance teams from industry have benefited in a similar manner.

A final and perhaps most important thing for you gentlemen - who have largely passed through your training period - is to improve your outlook on national policy matters relating to radiocommunications. Now, you may ask how is it possible for you, each of whom has an individual job, to participate in this nebulous concept of national leadership that I place before you. The answer is not simple, of course. I believe that one of the best approaches might be to establish what could be called a 'Committee for Engineering Development'. Such a committee would concern itself solely with problems of national policy. In the case of the radio engineer, the field of radio frequency allocation provides a fascinating area of endeavor. The Commission in its representation of industry at international conferences and in its many national policy decisions on radio allocation matters is sorely in need of additional technical information. Because the funds for our own laboratory are so limited, it is essential for us to rely upon industry to supply us with much of the needed technical information in making many of our decisions. Nevertheless, the information we require must be of such a character that it can be fairly evaluated solely in terms of the national interest.

DEWEY CONDUCTS TV ELECTION MARATHON; IN STUDIO FOR 18 HOURS

The election surely put television on the map.

In every area where video was available, candidates embraced it. Gov. Thomas E. Dewey, of New York, who has been re-elected for the third term, went them all one better by adding marathon television to the list of campaign devices.

The Governor arrived at a TV-converted riding stable in New York City at 6 o'clock on Monday morning, Nov. 6. He quit at midnight after having been adlibbing before the cameras for a total of 5½ hours - 15 or 30 minutes each hour throughout the day.

WOR-TV's big studio in midtown Manhattan had the general appearance of an oversized and crowded smoke-filled room.

Shifts of 300 women volunteers manned 25 telephone lines over which constituents and nonconstituents telephoned in their questions for Dewey to answer. At 5 P.M. more than 2,600 queries had come over the lines - about half of them concerning the Korean situation.

Early in the morning, Mrs. Dewey entered the set, looking smart in an oxford grey suit with cinnamon-colored accessories. She handed her husband a carton of coffee and a copy of a newspaper.

In response to questions, Mr. Dewey several times remarked casually that he considered himself definitely out of the running as a presidential candidate. From time to time he walked to a dummy of a voting machine and demonstrated exactly how to cast a Republican vote.

The Governor also answered man-in-the-street questions brought in by TV crews stationed at points about the city. Most questions were about war, but Mr. Dewey answered posers about taxes, social security and other matters.

"We have had", said a woman volunteer with great seriousness, "very few questions from screwballs."

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WEISS WINDS UP DON LEE TENURE

Resignation of Lewis Allen Weiss, Don Lee Board Chairman, was formally accepted last week by public administrator Ben Brown and the Board of Directors, ending Mr. Weiss' 20 years as a top network executive. Resignation was submitted last July, but actions was held up on it until the sale of the Don Lee estate was finalized in Los Angeles.

Mr. Weiss plans to take an extended vacation before mulling various radio, government and other offers.

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INDIANA GIVES SENATE LEAD TO HOMER CAPEHART

Senator Homer E. Capehart (R), of Indiana, helped by a generous victory in pivotal Indianapolis, swept to a substantial lead over Democrat Alex M. Campbell.

Senator Capehart, 53, is a juke box manufacturer and radio pioneer.

Messrs. Capehart and Campbell campaigned vigorously, concentrating on the issues of blame for the Korean war and on communism in government.

Campbell, 43, is a lawyer. He resigned as Assistant United States Attorney General in charge of the Criminal Division to run for the Senate.

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SEN. TOBEY AHEAD IN NEW HAMPSHIRE

At this writing (Wednesday A.M., Nov. 8), Sen. Charles W. Tobey, (R), peppery Senator from New Hampshire, who frequently gets after the Federal Communications Commission, was reported to have a substantial lead. With 225 precincts out of 297 reporting, Senator Tobey had 64,660 votes to 42,786 for Emmet J. Kelley, his Democratic opponent.

Earlier, it had appeared that "write in" votes for Wesley Powell, the Senator's primary opponent, might be a threat, but this fizzled out as returns mounted. Mr. Powell had 7,685 such votes.

The first indications that Mr. Tobey would overcome what had been considered a serious intra-party defection resulting from the bitter primary contest appeared with results from the small towns. Although these communities long had been Mr. Tobey's chief source of strength, he and his strategists had more or less ignored them in September in order to concentrate on the labor votes in the cities.

As soon as it was established that Mr. Tobey had gained the nomination and that Mr. Powell subsequently had been ruled off the ballot as an independent candidate, the Senator's campaign associates set about mending fences in the small towns.

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C-O-R-R-E-C-T-I-O-N

We erroneously added our two cents' worth by copying an incorrect story that Zenith was one of the radio sponsors of Mrs. Roosevelt.

Mrs. Roosevelt's hearing aid sponsor is Acoustican.

R.D.H.

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RCA REFUSES TO GIVE COLOR TV DATA TO CBS NOW

Until the Radio Corporation of America has completed its research work, it will not be able to make models of its tri-color pictures tubes for television available to others, Frank M. Folsom, President of RCA, said in a sharp letter dated November 4 to the Federal Communications Commission, in Washington, D. C.

"As soon as we can produce tri-color tubes that can form the basis for commercial design and factory production", Mr. Folsom stated, "we will, as we have previously said, make such tubes generally available."

Mr. Folsom's letter was in reply to the request of the FCC, by letter dated October 30, as to when RCA's tri-color tubes, circuits, and equipment can be made "available" to the Columbia Broadcasting System and technical information "given" to CBS.

The full text of Mr. Folsom's letter follows:

"We have your letter of October 30 in which you asked when RCA's tri-color tubes, circuits and equipment can be made 'available' to CBS and technical information 'given' to CBS. This was accompanied by an implied threat to revoke our experimental licenses unless you got from us what you 'requested'.

"We were both shocked and surprised at your request, coming only a few weeks after your color television decision. Already it is evident that your attempt to force an incompatible color television system on the American public has backfired.

"Nothing - not even our tri-color tube - can remedy the basic defect of the system you adopted, namely, its total inability to receive any picture whatsoever on the 9,000,000 sets outstanding in the hands of the public today.

"Your decision denied the public an opportunity to have the RCA all-electronic compatible system of color broadcasting. With this system existing sets would receive color transmission in black and white without any alteration whatsoever.

"On July 31 and again on October 4 we offered to show you our improvements in the RCA tri-color tubes. The first offer you ignored and the other you rejected. Now after your decision has been made you write us that you are 'pleased to note the progress' we have made.

"You have copied into your letter identical language with that which the promoter of the incompatible system used in a previous letter to us making a similar demand.

"This promoter of the system you adopted swore under oath that they had developed a color tube. Later they admitted that they had failed in their attempt to build one.

"Of course the public interest is of first concern. But what you ask us to do amounts to a request that our stockholders bear the heavy cost of color television research and transfer the benefits to a private interest. We understand, of course, how that company would be benefited by our doing what you ask. In this connection it is to be recalled that CBS has sworn that it 'expects to receive substantial revenues of many millions of dollars' as a result of your order adopting its system.

"Your request therefore cannot be regarded as in the public interest or in accordance with the well established American principles of free competition and fair play.

"If this kind of thing goes in America, the Phillies certainly missed a bet in the last world series. They should have asked the Yanks for Joe DiMaggio.

"You seek to justify your request on the ground that you have renewed for us a 90-day license to conduct experimental broadcasts. Every informed person in this industry knows that the experimental license had nothing whatsoever to do with the development of our tri-color tubes.

"Your action in adopting standards for a system of color television which uses spinning disks, instead of an all-electronic system which requires the use of color tubes, has disrupted and delayed our previously contemplated program for factory production and commercial sales of color sets and tri-color tubes.

"In spite of the handicaps imposed by the FCC upon our program of experimental research, we are continuing that work with the objective of developing for the public the best tri-color tubes that can be made. We are making steady and substantial progress in this direction.

"It is clear from our past performance that RCA, as the pioneer in radio and television, recognizes its responsibility to the public to make available the products of its laboratories and factories. For example, the image orthicon, now basic in all television cameras, was developed by RCA, and, when the product was ready, we made it available to the industry. We expect to follow the same policy with respect to tri-color tubes.

"Until we have completed our research work, we will not be able to make models of our tri-color tubes available to others. As soon as we can produce tri-color tubes that can form the basis for commercial design and factory production, we will, as we have previously said, make such tubes generally available.

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RTMA MEETS NOV. 14-16 TO DISCUSS VITAL INDUSTRY PROBLEMS

With many vital problems facing the radio-television industry, RTMA officers, directors, and committees will meet in New York City Nov. 14-16 for a three-day conclave at the Waldorf-Astoria Hotel.

More than a dozen group meetings are scheduled with a session of the RTMA Board of Directors on Thursday, Nov. 16, with President Robert C. Sprague presiding, concluding the conferences.

Among the major problems confronting the industry which will be discussed and possibly acted upon during the RTMA meetings are the following:

A public relations program to give the public and the trade the facts on color television.

Current UHF television proceedings before the FCC.

A proposed code of advertising and selling ethics for the television industry.

The proposed excess profits tax as it would apply to radio-television manufacturers.

Military procurement and its effect on the electronics industry, together with NPA regulations affecting civilian production.

The application of the Walsh-Healey minimum wage act to the radio-television industry.

In addition, a number of other important matters will be acted upon by various groups, including the RTMA Reorganization Committee and the Executive Committees of the Set, Parts and Amplifier and Sound Equipment Divisions.

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WALTER A. BUCK ELECTED TO RCA BOARD OF DIRECTORS

Election of Walter A. Buck to the Board of Directors of the Radio Corporation of America was announced last week by Brig. General David Sarnoff, Chairman of the Board of RCA. Mr. Buck, who is Vice President and General Manager of the RCA Victor Division, succeeds Edward J. Nally, who retired because of age. Mr. Nally had been a Director since the formation of the Corporation in 1919 and was RCA's first President, from 1919 to 1923.

Mr. Buck joined RCA upon his retirement on March 15, 1948, as a Rear Admiral in the U. S. Navy, in which he served with distinction for thirty years, the last two as Paymaster General and Chief of Supplies and Accounts. He was President of the Radiomarine Corporation of America, a service of RCA, until July 7, 1949, when he was elected Operating Vice President of the RCA Victor Division. His promotion to Vice President and General Manager of the Division was announced on July 7, 1950.

A native of Oskaloosa, Kansas, Mr. Buck was graduated from Kansas State College of Agriculture and Applied Science with a Bachelor of Science degree in Electrical Engineering in 1913 and received a Master of Science degree from the same college in 1916.

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BETTER PRESS FOR MISTRESS MARGARET ON TELECAST

Miss Margaret Truman is faring much better with her telecast criticisms. Variety said:

"Margaret Truman contributed a two-ply boost to 'Toast of the Town' Sunday night (29). Not only did her bow on video serve as a terrific promotional peg but Miss Truman came through with an entirely satisfactory vocal turn. While not a Galli-Curci, the President's daughter rendered one American folk tune and one Grieg song with enough polish and style on her soprano pipes to confound the skeptics. Her charm and modesty also helped importantly to make her TV debut an unqualified success.

"The show, moreover, was not set up to make Miss Truman shine by comparison. It was one of 'Toast's' better layouts with five solid turns preceding Miss Truman. Smith and Dale, in next-to-closing scored strongly with a TV reprise of their shipboard sketch, while Victor Borge, also returning again on this session, once again socked across his comedy-pianistic routine."

The New York Times commented:

"Margaret Truman, the President's daughter, made her initial television appearance last night as a guest on Ed Sullivan's 'Toast of the Town'. She sang two numbers, 'My Johan', by Grieg, and 'O'er the Hills', by Francis Hopkinson, the latter a song of the Revolutionary days which she helped rediscover.

"Looking very attractive and possessing considerable stage presence, the coloratura soprano acquitted herself very nicely. Her choice of selection was well suited to her vocal range, and her diction was consistently clear. In the incidental banter with Mr. Sullivan, Miss Truman also was most gracious and modest."

Miss Truman completely outstripped the "Bobby Clark Show" on the rival NBC network in the ratings rise, according to a special 12-city survey conducted by Trendex and reported in Variety. "Toast" snared a 48.4, as compared with the 11.8 rating of the Clark show, aired as part of NBC's "Comedy Hour". "Toast" rating represented 74.9% of all sets in use at the time.

In the metropolitan N.Y. area alone, Miss Truman's appearance helped "Toast" climb to a hefty 50.4, as compared with the 8.3 for Clark.

An idea of the kind of free advice Miss Truman is getting from some quarters may be gathered from the following by Sonia Stein in The Washington Post:

"If I was Coca Cola I'd grabe Margaret. Miss Truman's television debut last Sunday night on 'Toast of the Town' wasn't 100 percent successful, as Miss Truman herself will doubtless note when she sees the kinescope recordings of it. But the girl's singing is such a small fraction of the girl, that I wouldn't be daunted if I were Coca Cola.

"I'd sign up Margaret to compete with Faye Emerson of the Pepsi Cola payroll, either on alternate nights on CBS (7:45) or on a rival network if CBS shows proper unwillingness to cooperate in such competitive skullduggery.

"And I'd have Margaret interview people. You'd never know it, to judge from the TV show Sunday, but Margaret glows with charm, gentle humor and the socially acceptable manifestations of a good mind.

"The Truman voice is pleasing enough - even to the carping critics - when it's not essaying opera, and Margaret might sing a folk song or ballad on each show. Cf. the daily Kate Smith show on WNBW (4 p.m.) for possible format.

"I'm all for a small, informal show where Margaret can relax. A couple of peeks at the kinescope and she'd get over all that eyebrow lifting and grimacing she does when she sings; the silent picture speaks louder than the most vociferous critic under some circumstances.

"And I think Margaret's audience would be wide and loyal. Just as Faye epitomizes what most men want in a woman (and most women would like to be) Margaret epitomizes what most people want in a daughter. She's nice but not stuffy, she's clever but not sarcastic, she's gay and friendly, talented and - properly photographed - pretty enough."

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FIVE PERIODS OF "OPERATION TANDEM" SOLD IN NEW AD CONCEPT

Five evening half-hour periods of "Operation Tandem", NBC's new advertising concept, which will give the same advertisers participation in top entertainment programs five nights a week, have been sold to two sponsors, Charles R. Denny, Executive Vice President of the network, announced last week. They are the Whitehall Pharmaceutical Company and the RCA Victor Division of the Radio Corporation of America. This announcement represents one of the largest time sales in network radio history.

The first part of "Operation Tandem" will start Sunday, November 5, on the 6:30 to 7:00 P.M., EST, portion of the 90-minute "The Big Show". Other programs involved in the initial "Operation Tandem" are the first half of the NBC Symphony, Mondays (10:00-11:00 P.M., EST); the first half of "Screen Directors' Playhouse", Thursdays (10:00-11:00 P.M., EST); "Duffy's Tavern", Fridays (9:30-10:00 P.M., EST); and "The Man Called X", Saturday nights.

"In 'Operation Tandem', we are not selling a radio show in the traditional way that shows have been sold in the past", Mr. Denny pointed out. "What we are really selling is mass circulation -- and we are selling it at a very low cost. We are convinced that this is the direction radio must take to capitalize on its strength."

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A "SHOOTING IN THE 1600 BLOCK OF PENNSYLVANIA AVE."

Each day still seems to bring a new eye-witness account of the amazing shooting affray the White House press and radio correspondents found themselves in the middle of on a routine afternoon last week. A prize version is this one from the Editor & Publisher:

"The only scheduled assignment for the afternoon was Mr. Truman's visit to Arlington National Cemetery to dedicate a memorial to Field Marshal Sir John Dill. Takeoff time from the White House press room was 2:40. The newsmen, accordingly, took late lunch hours and were trickling back to their desks in the Executive Mansion, across the street from the Blair House, when the Evening Star's special telephone brought a message to Joseph Fox, Star reporter. It relayed the 2:15 P.M. shortwave report of a shooting "in the 1600 block of Pennsylvania Avenue".

"That seemed strange because the White House is the only building in that block (the Blair House is in the 1700 block); but the correspondents rushed out and found screaming sirens cutting the way through traffic and depositing police beat reporters on the scene.

"Automobiles to transport reporters, radio commentators, and photographers to Arlington already were lined up on West Executive Avenue, almost directly across Pennsylvania from the Blair House.

"A shot rang out. It was dismissed as the report of a fire-cracker left over from the preceding night's Hallowe'en celebration. But when sirens of police cruisers, ambulances, even the fire department (someone had turned in a fire alarm) became audible, the cameramen tumbled out of their cars and in seconds were taking some of the best action pictures in the history of their art. (Rumor, which the photographers refuse to discuss, has it that television paid a high price for incidental, free-lance coverage.)

"It was estimated that more than 100 reporters, radio commentators and cameramen were on the scene within five minutes. Police and fire headquarters 'beat men' recognized the '1600 block of Pennsylvania Avenue' as meaning only one thing. Shortwave radio flashes cleared city rooms of the local papers, the White House press room was emptier; and when news tickers carried the flash into the National Press Club, servings of food and other nourishment were deserted in the grand rush.

"The story broke in time to make late editions of the local newspapers. It crowded the tickers and it pushed scheduled programs off the radio.

"Emergency Hospital, within easy running distance of Blair House, soon experienced the heaviest news and picture coverage of its long history. One of the would-be assassins was pronounced dead on arrival.

"Photographers were quoted widely in 'atmosphere' coverage of the story. Charles Corte of Acme Newspictures told how he saw one officer in the middle of Pennsylvania Avenue on one knee shooting toward Blair House.

"'I took a quick picture and hopped into the shrubbery when some more shots rang out', Mr. Corte was quoted.

"Bruce Hoertel, New York Times photographer, related that 'we shot pictures as we went.' He, too, saw a guard kneeling in the street, but by the time photographers got to him he was on his face, Mr. Hoertel said. At any rate, the Times ran a picture of a corpse on its front page: Mr. Hoertel's shot of the would-be assassin's body on the President's doorstep.

"Pictures were moved on wire circuits within half an hour of the first flash on the story.

"The Anderson (S.C.) Independent got out an extra at 3:35 P.M. and sold 3,600 copies. The banner said: BLOOD FLOWS IN NATION'S CAPITAL AS EFFORT IS MADE TO KILL TRUMAN."

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### HARRY G. SPARKS OUT AS SPARKS-WITHINGTON HEAD

A bitter proxy fight in the past two weeks was ended last Friday (Nov. 3) by the election of John J. Smith, an accountant, as President of the Sparks-Withington Company of Jackson, Michigan. Louis S. Peirce, Cleveland attorney, became secretary of the concern in the first general change of top management in fifteen years.

Mr. Smith, a 38-year-old certified public accountant who lost his right arm while he was a farm boy succeeds Harry G. Sparks, operating head of the \$9,000,000 radio television and auto parts concern since 1935, and Mr. Peirce replaces David L. Johnson, also a Cleveland attorney.

Winthrop Withington, Board Chairman for twenty-two years, will retire after last Friday's action and Mr. Smith also will assume his duties. Clifford M. Sparks, William J. Corbett and Charles J. Kayko, Vice Presidents, will continue in office. Harold M. Johnston was re-elected Treasurer.

Seven weeks ago Mr. Smith, who has been a stockholder in Sparks-Withington for several years, formed a protest committee comprising shareholders who, like himself, felt that officers and directors held too little stock in the organization and had too many outside interests. He joined with Mr. Peirce to combat an "inefficient and decadent" management and the combination won over majority support at the annual meeting of the shareholders in Cleveland last week. The protest committee won five directorships out of nine.

Sparks-Withington was founded by William Sparks, father of Harry. It has four plants in Jackson, Mich., home town of Mr. Smith, one in Steger, Ill., and one in London, Ont. Net earnings in the fiscal year ended on June 30, 1949, were only \$25,708 on net sales of \$16,809,353. Dividends have been poor compared with those of other concerns in the field, averaging only 10 cents a share annually over fourteen years.

Mr. Smith said the company planned to increase volume and would have operating within a year an aggressive sales promotion program. He added that a large Michigan financial institution had made available upwards of \$1,000,000 which could be drawn upon as rapidly as sales and production could be expanded.

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PHILCO'S BEST QUARTER IN HISTORY - TOTAL \$229,205,000

Sales of Philco Corporation in the third quarter of 1950 totaled \$82,193,000 as compared with \$46,776,000 in the corresponding quarter a year ago, representing an increase of 76%. Earnings in the third quarter, after Federal income taxes were accrued for that period at the higher rates required by the Revenue Act of 1950, were \$4,256,000 or \$2.47 per common share after allowing for preferred dividends. In the third quarter last year, when volume and income were held down by starting costs on the new television and radio line, earnings were \$508,000 or 24 cents per share of common stock.

For the first nine months of 1950, sales totaled \$229,205,000 and earnings were \$10,412,000 or \$6.03 per common share after preferred dividends. In the same period last year, sales were \$150,043,000, and earnings amounted to \$2,506,000 or \$1.32 per share of common stock after preferred dividends.

"Sales of all Philco products ran at high levels in the third quarter, and our total volume of business was greater than in any previous three months in the company's history", William Balderston, President, said.

"Television output has been steadily increasing, and last week our manufacturing organization established a new production record. The reputation for quality and performance that our 1951 television and radio models have already achieved is especially outstanding. These products have been on allocation all Fall, and less than a single day's inventory exists in the hands of our distributors throughout the United States.

"Looking to the future, the Government has indicated its intention of limiting the amount of certain raw materials that are used by the consumer durable goods industries, and our company is now engaged in a broad study of the possibilities of substitute materials which will make it possible to maintain our high standards of quality and yet take care of the requirements of our customers. The volume of production orders we have received from the armed forces has been further increased and will add substantially to our overall levels of activity in 1951."

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FAYE EMERSON TO WED, SHE TELLS TV VIEWERS

Actress Faye Emerson surprised her television audience last night (Nov. 7) by introducing "the man I am going to marry" - Orchestra Leader "Skitch" Henderson, according to an Associated Press report.

Miss Emerson, former wife of Elliott Roosevelt, said near the end of the show she was announcing her engagement in that fashion "because you are all my friends". Mr. Henderson, also a television performer, has been Miss Emerson's regular escort for some time.

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::: SCISSORS AND PASTE :::  
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Sweet William Alerts Video To New Problems  
(Larry Wolters in "The Chicago Tribune")

ANIMAL INDISCRETIONS: As most Kukla, Fran, and Ollie followers know, the show was somewhat dampened the other evening by Sweet William, a skunk from the Lincoln Park zoo who was making a guest appearance. Ollie came up promptly with a mop and saved the situation. On Sunday night, Sweet William showed up on the Lincoln Park Zoo show, but Zoo Director Marlin Perkins had taken precautions, and there was no repetition of his lapse. A few minutes later, however, a South American ferret had similar trouble, but Director Perkins was ready and reached for a towel.

Perhaps you've heard Dave Garroway's reference to the Budgy bird in the studio last Sunday. Budgy, a miniature parrot, got away from his cage on Gail Compton's Pet Shop a day or two earlier and has been winging around in NBC's studio A at potential peril to the performers ever since. Gail also had some trouble with a little lamb which verified the story Mary first told about her pet - "the lamb was sure to go".

There have been other cases of animal lapses. Back in the radio years Fred Allen had eagle trouble. Of course, the radio audience didn't see this, but it broke up the show anyway. In television it happens occasionally. There was the case of the forgetful elephants on Super Circus.

Dr. Wesley A. Young, Managing Director of the Anti-Cruelty Society and conductor of the Animal Clinic on WENR-TV, recently ran into some problems with a four legged character called Milton Burro. This episode provoked a meeting of members of the stage-hands union, who demanded a clarification of the properties they were to handle. As a result, Dr. Young and Compton, among others, now have a special cleanup detail.

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Mark Is Doing No Weeping  
("Hollywood Reporter")

Mark Woods, ABC Vice-Chairman, is waving no public crying towel over the radio situation - if there is a situation. Says he: "The radio business, in an over-all sense, is at a new high. And at this moment, radios are outselling television sets two to one. Significantly, a great proportion of these radio sets are being purchased by owners of television receivers. All that does not, it seems to me, add up to a picture of a sickly or moribund industry." Nor would NBC's successful peddling of Operation Tandem seem to indicate that the radio pulse is flickering away, regardless of the fact that one of the participating sponsors is Poppa RCA. There'll always be a radio - especially in the front seat of an automobile.

Metropolitan Opera Doesn't Fear TV  
("The Washington Post")

There is no reason to suppose that the pleasure of those present was marred in any way by knowledge that the evening's performance of "Don Carlo" was visible to more than four million television-set-owners if they chose to tune their instruments to it. It seems unlikely, indeed, that attendance at the Met will be diminished by television even on ordinary evenings; attendance still carries a certain cachet for the boxholders, who have subscribed this season with more than usual generosity, and a certain special satisfaction for all who are seated less conspicuously. This is not the first year that performances at the Metropolitan have been televised; but it is the first year they have been televised on a nine-station hook-up with so large an audience capable of seeing them; and on Monday no fewer than 12 television cameras, one of them located close-up in the orchestra, were trained on the stage.

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That's What He Says  
(Walter Winchell)

They say since the TV color flash, sales of sets dived 70 percent.

\* \* \* \* \*

Pennsylvania will be six million dollars richer after it collects from every tavern offering teevy diversion. Other States are expected to copy the teevy tax recently okayed by the High Court.

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Dayton Gets Long-Range TV Programs  
(Bernie Harrison, "Washington Times-Herald")

Must have been considerable excitement in Dayton, Ohio, the other day. Almost any channel, provided the set had an outside aerial, brought in a station. Among the stations clearly received were ones in Binghamton, N.Y., Chicago, Kalamazoo, Mich., Louisville, Ky., Detroit and Cleveland.

Radio engineers advanced two explanations for the extended coverage:

- a. Television waves were being reflected against the heavy-side layer in the atmosphere.
- b. The waves, which usually travel on the line of sight and don't curve, were bent or refracted.

JAN MURRAY: What happens in England when a girl drops her handkerchief?  
 CONTESTANT: A man would pick it up and return it. It's the same here, isn't it?  
 JAN MURRAY: Not quite. Here, the fellow leaves the handkerchief and picks up the girl.

- CBS' "Songs for Sale"

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TRADE NOTES

TV picture tubes 16 inches and larger constituted 87 percent of sales to television receiver manufacturers in September, the Radio-Television Manufacturers' Association reported last Friday.

Besides the pronounced trend to larger TV screens, September sales to manufacturers showed rectangular tubes amounted to 56 percent of total tubes sold.

September TV tube sales to set manufacturers amounted to 764,913 units valued at \$20,423,353 compared with 767,051 tubes valued at \$20,335,873 in August.

Custom-built test systems which provide complete facilities for mass-production test and alignment of television receivers are described in a new brochure available to television manufacturers from the Equipment Sales Section of the RCA Tube Department.

Based on equipment and methods now in use in plants of the RCA Victor Division, the RCA custom-built test systems are the result of coordinated research by the company's transmitter, receiver, and test equipment engineers. The system is designed to speed up production, reduce manufacturing costs, and assure the accuracy of tests essential to the manufacture of television receivers of high uniform quality.

The Frederic W. Ziv Company, which produces radio and television shows, has appointed Herbert Gordon Vice President in Charge of Production. M. J. Rifkin was named Vice President in Charge of Sales of Ziv Television Programs, Inc., and Joseph L. Moore was named Treasurer of Frederic W. Ziv Company.

The Columbia Broadcasting System has completed contracts with Station WSM-TV, Nashville, Tenn., which now becomes the 61st affiliate of the CBS-TV Network.

United Pressed Products Co., 415 South Aberdeen St., Chicago, and its officers have been ordered by the Federal Trade Commission to discontinue misrepresenting the reception range of crystal radio sets.

They are required to stop advertising that under ordinary conditions the sets have a receiving range of from 25 to 50 miles or more, or that their usual range is in excess of their actual capacity to provide reception only for powerful local broadcasting stations.

The order also prohibits claims that the sets will afford increased selectivity by use of a condenser.

The RTMA last week took steps to safeguard the interests of radio-television manufacturers in connection with proposed excess profits tax legislation expected to be considered at a special session of Congress following the elections. Hearings on the tax legislation are scheduled to commence Nov. 15 before the House Ways and Means Committee.

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November 15, 1950

## RCA GIVES RADIO, THEATRE TRADE THE HORSELAUGH OVER "MADAM"

by Robert D. Heinl

When the word seeped through the theatrical district that the Radio Corporation was going to stick its neck out as the \$200,000 angel for a Broadway musical play "Call Me Madam", there was utter amazement. This quickly gave way to raucous laughter when it was learned that the purpose of the venture was to secure the radio, television and album recording rights. Well, those might be the most expensive rights the RCA ever secured.

To begin with, who could tell despite the fact that it was one of the most brilliant production staffs ever assembled, that it might not be a flop. "Too many cooks." And exactly that thing nearly happened. In the beginning the people so famous for past performances fairly outdid themselves in the effort to silence the critics.

Howard Lindsay and Russell Crouse had a terrible time with the book. Irving Berlin, never satisfied, wrote and rewrote the music and lyrics, lost 5 pounds and had to go to a hospital to rest up. Ethel Merman had the disappointment of her life when she learned that the State Department had become fussy and refused to allow Mrs. Perle Mesta, American Minister to Luxembourg, whose career had inspired the musical, to attend the opening performance. The Department's attitude was that this would not be a dignified thing for her to do. This was quite a blow because, though Mrs. Mesta had been in Washington a few months before, she had made a special trip back to attend the premiere.

This situation was happily cleared up at a later performance when Mrs. Mesta not only attended but brought Mrs. Truman and Margaret with her.

Added to the birthpains of the new play, those who thought it was going to flop said, was the effort of such an amateur in the show business as the RCA in trying to put it on. They neglected to recall the fact that John Royal, now NBC vice president, and Frank M. Folsom, now President of RCA, who began his climb to high places by working backstage in his hometown of Portland, Ore., theatre, were again behind the scenes.

Skeptics, however, were thrown back on their heels by "Madam's" \$1,000,000 advance sale, a new mark for the theatrical world to shoot at.

And then came the show itself with such press notices as this one in Variety:

"With its record-breaking advance sale of over \$1,000,000 (without theatre parties), 'Call Me Madam' was an almost certain box-office success even before the opening. But on the strength of a heroic job of tryout doctoring by composer Irving Berlin, librettists Howard Lindsay and Russel Crouse and stager George Abbott, and with

Ethel Merman giving perhaps the most irresistible performance of her phenomenal career, the musical is apparently a huge popular success as well. It is hardly a great show, but it's plenty good enough.

"This is the show that, despite unprecedented preliminary interest, swamped the theatre, was rumored in the trade grapevine from out-of-town to be merely an ordinary musical and due to be a terrible anti-climax on Broadway. But in one of the most brilliant salvage jobs in recent years, the show was transformed during the tryout.

"The book was extensively rewritten, with a drastically revised second act. Three tunes, one a dance routine and one an elaborate production number, were scrapped, and two replacements inserted. Several numbers were moved around. One new dance number was added. New scenery and costumes were put in. The whole book was tightened and punched up. The performance was speeded and pointed. And the entire show came to life. It was a triumph by real professionals, working under pressure.

"It is unquestionably Miss Merman's show. As the ambassador to the mythical grand duchy of Lichtenburg, she is a captivating fictionization of Mrs. Perle Mesta, the fabulous Washington hostess and now Minister to Luxembourg, although a spoofing program note cautions: 'Neither the character of Mrs. Sally Adams, nor Miss Ethel Merman, resembles any other person alive or dead.'"

Most gratifying, however, is the capacity business the show is now doing with the house sold out months in advance. "Madam" is now in its fifth week with the following report from Variety:

Oct. 25: "Call Me Madam" (Imperial Theatre seats 1400; top price \$7.20) has joined "South Pacific" as a hot ticket. First full week \$52,500 (previous week - four performances, \$24,800).

Nov. 1: "Call Me Madam" (3d wk) Getting all the the house will hold, \$52,500 (previous week, \$52,500).

Nov. 8: Same as previous week (all the house will hold).

All that money on a measly investment of \$200,000 and Heaven too! For remember the Radio Corporation only backed the show to get the radio, television and album recording rights. This rich plum is yet to be plucked - and that's why the RCA is giving a good long old-fashioned horse laugh to Broadway theatre wisenheimers and the scoffing radio trade as well.

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FCC CHARGED WITH ATTEMPTING "TV PROGRAMMING BY COMPULSION"

A proposal of the Federal Communications Commission to limit the number of television programs available to the public from each network was contested Monday (Nov. 13) by the National Broadcasting Company as a move which would force from the air many of today's most popular programs, confuse the industry and discourage development of new show attractions.

It was absurd to believe, the National Broadcasting Company asserted, that the suggested rule, limiting the number of any one network's programs which individual stations could broadcast would either enlarge or protect the viewer's choice of network programs

Attorneys for NBC, in a statement filed with the Commission, said the proposed order would substitute "Programming by Compulsion" for free selection by station managers of shows which the public wanted and which were of the best quality.

The network's statement drew a parallel between the Commission's proposal and attempts to curb freedom of the press -- attempts which have been struck down by the United States Supreme Court. In similar manner, NBC contended Congress has specified that broadcasters must retain sole authority for determining which programs they should schedule in the public interest. This specification by Congress has been repeatedly reaffirmed by the Commission itself and by the highest courts, NBC pointed out.

"No concept is more fixed in government regulation of broadcasting than the fundamental principle that the station operator -- the licensee -- must at all times retain the right to select the programs to be broadcast by the station. The licensee does not operate the station in the public interest if, by any means, he abandons this responsibility.

"This statutory requirement of the Communications Act has been repeated over and over again by the Commission. It has been accepted and repeated by the courts."

The Commission's aims for vigorous competition between networks and the fullest possible selection of programs for viewers can best be achieved by free competition, NBC contended. Such competition will always result, the NBC statement continued, in "the larger and more effective use of television in the public interest."

The NBC statement reviewed what it said was NBC's long recognized leadership in television and its active and continuous encouragement of broadcasters to bring television to the public. While other networks were urging their affiliated stations not to build television stations, NBC, by contrast, was urging broadcasters to enter into television, and to build stations and the network itself supplied a full schedule of programs so that advertising support could be obtained for these new stations.

"NBC has made every effort to bring to the public the best programs available", the statement continued. "It has run financial risks to improve its service and to make its programs enjoyed - not endured - by the television audience. There has been equal opportunity for all networks to do the same. Their efforts have not been proportionate, as the public acceptance of programs well declared.

"Programming by compulsion is an illegal interference with the basic freedom of broadcasting from governmental control."

If the Commission's proposed order were adopted, NBC declared certain of the most popular programs would disappear and the "viewer will be required to look at whatever program is substituted for them." The effect would be to disregard the desires of the viewer, the NBC statement pointed out.

The idea that any one network dominates the field was repudiated by NBC. It pointed out that the other three networks have been able to clear full station lineups for popular programs. Moreover, it added, in the first nine months of 1950 other networks increased their television time sales, one by as much as 290 per cent and one by 283 per cent.

"There is no basis, therefore, for concluding that four networks cannot develop and expand unless artificial restraints on competition are imposed by governmental regulations", the NBC statement asserted.

Had the four competing networks agreed among themselves to allocate program time on a non-competitive basis, NBC pointed out, they would clearly have violated the anti-trust laws. Congress never intended for the Commission to set aside these laws, the NBC statement declared.

"Under the existing system", it pointed out, "there is vigorous, free competition among the television networks, as Congress intended...competition would be anything but vigorous if the aggressive force of the leader in the industry were hemmed in to the bounds of the lowest level of network operations."

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OHIO MAN IS INDICTED IN "VOICE" TOWER BLAST

Herman F. Kinner, 38-year-old former mental patient, was indicted by a Federal Grand Jury in Cincinnati last week on a charge of dynamiting a "Voice of America" antenna tower at nearby Bethany, O.

Kinner was arrested October 25 at El Paso, Tex. He confessed to FBI agents that he touched off a box of dynamite at the base of the antenna September 17 because he had been "hearing voices".

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CBS COLOR SYSTEM CONVERTER CALLED "SIMPLICITY ITSELF"

A "sneak preview" of a live converter television program in full color put on the air in New York last Friday (Nov. 10) by the Columbia Broadcasting System, was witnessed by Jack Gould, of The New York Times, who described it as follows:

"The program was tuned in by this writer on the first converter made accessible to the public since the C.B.S. color system was approved by the Federal Communications Commission on Oct. 11.

"Operation of the converter, a device that has been one of the major points of controversy in the dispute over color TV, proved to be simplicity itself, certainly no more difficult than tuning in a black-and-white program.

"The images had exceptional color fidelity. More than ten pastel shadings were distinguishable. Switching between black-and-white programs on other stations and the C.B.S. telecast left no doubt of the greater appeal of color transmissions.

"The converter on which the pictures were seen was manufactured by the Tele-tone Radio Corporation, of which S.W. Gross is President. It was set up at the corporation's plant, 540 West Forty-eighth Street, a little less than a mile from the C.B.S. transmission tower atop the Chrysler Building. At the plant the writer was free to make tuning adjustments without the aid of engineers or technicians.

"Unlike the first unattractive converters publicized immediately after the FCC decision, the device used Friday was a self-contained unit separate from the receiver itself. All the equipment was out of sight and in a table-model cabinet.

"The converter, which was roughly twenty inches square, contained its own picture tube, which was of the seven-inch size, but with magnification it was the equal of a ten-inch screen. At next week's demonstrations a sixteen-inch screen will be on view.

"Inside the converter was the much-publicized spinning filter disk the CBS system uses to inject the primary television colors of red, blue and green. The electric motor employed to spin the disk, however, was inaudible unless one pressed an ear directly against the side of the cabinet.

"Connection of the converter was not difficult and could be done by anyone capable of removing a tube from the back of a set. The video amplifier tube, one of the small peanut tubes, is removed from the set, and in its socket is inserted a plug. On top of the plug is a socket in which the original tube is replaced. Wires from the plug lead directly to the converter, which may be placed above, below or near the receiver.

"There were two controls on the converter. One was a push-button resembling a door bell, which served to bring the colors into synchronization. At most only two gentle taps were necessary to put the colors in their proper places.

"The second was a knob similar to the conventional contrast control, which served to achieve proper balance between colors. Actually, it seemed to work more simply than the contrast control on a black-and-white receiver because, with many different colors, it was easier for the eye to judge the proper contrast than is often the case with only shadings of black and white.

"With those two operations the color program was tuned in.

"Personal experimentation with the operation of the converter and the receiver to which it was attached showed no difficulty in switching from a black-and-white program to color and vice-versa. With the converter on, for instance, a viewer first could see black-and-white on the regular receiver screen and then, by flipping the receiver's station selector switch, see color on the screen of the converter.

"Under the CBS system, a color picture cannot be seen in black-and-white on a present set without an adapter, which also is an integral part of the converter."

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TV NETWORK STRIKE AUTHORIZED BUT DISCUSSIONS CONTINUE

Television's performer unions authorized a strike last night (Tuesday, Nov. 14) that, if carried through, might cripple network video this week. The Union's decision followed a day of negotiation with the networks that both sides admitted had been almost fruitless.

To avert a strike that might call away from television studios and theatres nearly all actors, singers, dancers and announcers, another discussion was scheduled for today. In the event of such a strike there would be little left for television programs but films and discussion programs.

How serious a strike would be was not known last night because the industry had never been affected by such a tieup. Thus, it was not certain that the lack of announcers could prevent a satisfactory sports program on television.

Radio was too involved in a dispute that had strike possibilities. During the night, in New York, Chicago and Los Angeles, members of the Board of the American Federation of Radio Artists, A.F.L., conferred by long distance telephone to decide if its members should be asked to strike against the radio networks.

Increased tension in the television industry developed in conference rooms on the sixth floor of the RCA Building, 30 Rockefeller Plaza. Along carpeted corridors the conferees moved from one paneled room to another, as the groups either sat around the same table or separated to consider numerous proposals and counter-proposals.

Networks represented were the National Broadcasting Company, the Columbia Broadcasting System, the DuMont Television network, the American Broadcasting Company and WOR-TV.

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## RCA ASKS COURT TO ENJOIN FCC IN COLOR TV; SEN. JOHNSON HIT

In a strong plea for a temporary restraining order against the Federal Communications Commission's recent decision adopting incompatible color television standards, John T. Cahill, General Counsel for the Radio Corporation of America, declared in the United States Court in Chicago yesterday (Tuesday, Nov. 14) that the FCC's order was invalid and would result in irreparable injury to the television industry and to the public.

Mr. Cahill said that the action of the Commission in issuing an order on October 10, effective on November 20, 1950, standardizing upon the CBS color television system and outlawing the commercial broadcasting of color by any other system, was arbitrary and capricious, and not supported by substantial evidence. Prohibition and outlawing of the RCA completely compatible, all-electronic color television system, Mr. Cahill declared, "is entirely indefensible."

An attorney for the Pilot Radio Corporation, Brooklyn, said that Pilot had received a "threatening" telegram from Senator Edwin C. Johnson (D., Colo.), Chairman of the Senate Commerce Committee, because of the dispute. He said Pilot asked Johnson why he stepped outside of his legislative role and "cajoled, prodded and even demanded that the FCC approve a color system."

Pilot said Senator Johnson answered in a telegram that "in due course it is likely that those believed to be the conspirators will be called before a committee and given an opportunity to prove the other allegations contained in your telegram."

As a possible indication of how the suit may be decided, one of the judges, Chief Justice J. Earl Major of the United States Circuit Court of Appeals, asked if any "harm" would be done by postponing the Nov. 20 effective date.

"The Commission, by its order here under review", said Mr. Cahill, "has established a new and narrow gauge on which the Commission says that color trains must hereafter run. It is our position that the establishment of this second and narrow gauge is arbitrary and capricious. But whether or not the Commission has power to provide for the building of this narrow gauge service, it clearly lacks the power to say that the cars pulled over the standard gauge railroad can only be black-and-white cars and that color cars cannot pass on the standard gauge.

"All the color broadcasts on the compatible RCA system do is to vary the commercial black-and-white signals in such a way as to make the transmission one which can be received in color by color receivers without affecting the reproduction of black-and-white pictures on existing receivers as they stand."

Mr. Cahill pointed out that the CBS system, which was adopted by the Commission on an exclusive basis, is an incompatible system.

"By that", he said, "I mean that no television picture whatsoever can be received by any of the nine million sets in the hands of the public from the color transmissions of the CBS system. In other words, the nine million sets will be able to receive no picture of any kind from color television programs broadcast on the CBS system. The thirty-five million people of this country, who are now members of the television audience, will be deprived of any service whatsoever from color broadcasts made with the FCC's order.

"The public's investment of two and one-half billion dollars in home television receivers in the last four years will be rendered ineffective to the extent that there are color television broadcasts under the CBS system which the Commission has exclusively adopted -- unless hundreds of millions of dollars are spent by the set owners."

Mr. Cahill pointed out that the cost to present set owners of adapting existing television sets to receive the degraded black-and-white pictures under the mechanical spinning wheel system, of the CBS, would be approximately \$500,000,000. If they wished to convert their sets to receive CBS color they would have to spend about \$1,000,000 more. This would levy a total tax upon present set owners of approximately one and a half billion dollars.

"Whatever work has been done on the CBS system in the last ten years", Mr. Cahill said, "has not resulted in one fundamental improvement of that system." He called attention to the fact that ten years ago the largest direct-view picture which CBS could produce was a 12 $\frac{1}{2}$ -inch picture, while today the largest direct-view pictures which CBS can produce with its mechanical apparatus still is a 12 $\frac{1}{2}$ -inch picture.

"In this connection", asserted Mr. Cahill, "when an administrative commission sets itself up as the arbiter of the public taste in the size of pictures the public would like to have on its receivers, it is worthy of note that more than 99 percent of the receivers in the hands of the public today are direct-view receivers and that 90 per cent of the sets now being sold have picture tubes of 16 inches or larger.

"The CBS system does not permit the highest quality of color service known to the art", continued Mr. Cahill. "It does not leave room for all foreseeable improvements. It does not permit all receivers to obtain pictures from all transmissions. The FCC order deliberately splits the television broadcasting service and deprives the public of continuity of service."

After pointing out that RCA had made important developments in its tri-color tube receivers, which the Commission refused to consider, Mr. Cahill said:

"The Commission showed the same disregard of the Report of the Condon Committee as it did of the RCA Progress Report. The Report of the Condon Committee, in view of its scientific competence, would have been of enormous assistance to the laymen members of the Commission.

"The considered opinions and recommendations of completely impartial scientists were ignored and a system was adopted against the united warnings of almost all the outstanding television research organizations in the United States that the CBS system was not the best available or satisfactorily capable of further improvement."

Attacking the FCC's "contemptuous disregard" of the radio engineering profession, Mr. Cahill said that the Commission rejected all the expert opinion except that of the proponent CBS and of the FCC's staff engineer, Edward C. Chapin, "who we further allege not only took the most active technical role in the hearings for the Commission, but, as well, was in charge of the Commission's laboratory where the rival systems were tested."

Mr. Cahill further alleged that Chapin invented a device usable only in the CBS system although he foreswore any financial interest therein by assignment of his invention to the government.

"As a result of Cahpin's participation, the RCA system did not get a fair trial nor did the CTI system. The failure of the Commission to replace Chapin with another member of its technical staff was contrary to the previous uniform policy of the Commission of scrupulously protecting its proceedings from the suspicion of partiality.

"The fact that with the RCA system a color picture can be nine times as bright as a CBS picture, without the annoying effects of flicker, is not even mentioned", continued Mr. Cahill. "The fact that the RCA color system makes possible a color picture with more than twice as much detail than the CBS system, is not even mentioned.

"Most flagrantly in violation of its statutory duty to conserve the priceless national asset of the radio spectrum, the Reports of the Commission do not even mention the fact that the RCA color system makes far more effective use of the radio spectrum than does the CBS system.

"Perhaps the classic, however, has to do with the RCA tri-color tube -- a miracle of modern invention and research, which simplifies receivers for the RCA color system basically to a single picture tube", said Mr. Cahill. "Hailed as a great scientific achievement, again by all except the Commission, it is treated as though its very existence was hardly conceded. This, despite the fact that it was demonstrated in operation to the Commission and now, that which they disparage, they want RCA to hand over to CBS.

"The best thing that even the Commission can say about the CBS system is that it is adequate. Never was a system damned with fainter praise."

Calling attention to the "irreparable injury" to RCA, Mr. Cahill said that by standardizing upon the CBS color system the Commission has, in fact, jettisoned the research and development by RCA of its color system in which RCA has invested millions of dollars.

"In addition", he said, "the FCC order has impaired the market acceptance of present television receivers by authorizing this incompatible system and thus creating confusion in the minds of the public.

"Most important of all", continued Mr. Cahill, "the Order sets standards which will impair the growth of the television industry by limiting the present high standards of black-and-white television and, at the same time, increasing the cost of television receivers designed to operate on the new color system."

He also pointed out "irreparable injury" to the RCA Victor Distributing Corporation, in that present receivers cannot receive color programs without extensive adaptation and that fact has caused a softening of the television receiver market, as well as a definite threat of greater injury if the Order is allowed to become effective next Monday.

In conclusion, Mr. Cahill asked that the motion for a temporary restraining order and for a preliminary injunction should be granted, and that the motions to dismiss the complaint or, in the alternative, for summary judgment, should be denied.

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RCA AND I. T. & T. SIGN LICENSING AGREEMENTS

Agreements between the Radio Corporation of America and the International Telephone & Telegraph Corporation, providing for the exchange of licenses under radio, television and electronic inventions by these companies and their manufacturing subsidiaries were signed jointly Monday (Nov. 13) by Brig. Gen. David Sarnoff, Chairman of the Board of RCA, and Sosthenes Behn, Chairman of I.T.&T.

The agreements, effective immediately and extending to December 31, 1954, cover such commercial apparatus as broadcasting transmitters, television transmitters and radar equipment, as well as cathode-ray and power tubes developed by the two companies and their subsidiaries, the announcement said.

Under the terms of the agreements, standard licenses are granted by RCA to Federal Telephone and Radio Corporation and Federal Telecommunication Laboratories, Inc., manufacturing and research associates of I. T. & T., to manufacture and sell commercial apparatus and power tubes utilizing RCA developments. Licenses are granted to these two companies and to Capehart-Farnsworth Corporation, another domestic associate of I. T. & T., for cathode-ray picture tubes developed by RCA.

I. T. & T. and its associates also have access to RCA's color television inventions under the agreements. Similarly, RCA is licensed to use inventions of I. T. & T.'s associated companies in the manufacture of power tubes and commercial radio apparatus.

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CLAIMS PUBLIC WOULD LOSE BILLION DOLLARS IN COLOR TV ADAPTERS

The public will be "mulcted" of a billion dollars if the color-TV system ordered by the Federal Communications Commission goes into effect, Dr. O. H. Caldwell, editor of Tele-Tech charges in his December issue now on the press.

Says Dr. Caldwell, former Federal Radio Commissioner:

"One of the arguments given by FCC for adopting a non-compatible system is the greater economy and lower cost to the broadcast stations for their necessary color equipment, to wit:

|   |             |             |            |
|---|-------------|-------------|------------|
| "To install compatible 3-camera color outfit    | \$70,000    | per station |            |
| To install non-compatible 3-color camera outfit |             |             | 20,000 " " |
| Saving by non-compatible system                 | \$50,000    |             | " "        |
| Total saving by 107 stations                    | \$5,350,000 |             |            |

"But if these stations go full-time color as the FCC is expected eventually to order, adapters will have to be installed in 10,000,000 present TV sets (to enable even black-white pictures to be seen) at a cost of \$70 per set, requiring the public to spend 700 million dollars, (or to junk the \$3 billion investment they already have in existing sets", estimates Dr. Caldwell. "If future set production is included, another \$300,000,000 should be added, making the cost to the public for the present non-compatible system roughly a billion dollars. Thus by saving the broadcast stations five million dollars the public will be mulcted of a billion dollars by the color-TV system ordered by the FCC."

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COMMENTS FILED REGARDING PROPOSED FCC REBROADCASTING SECTION

The National Association of Broadcasters Monday (Nov. 13) filed with the Federal Communications Commission its comments with regard to proposed rule-making procedures concerning a clarification of the rebroadcasting section of the Communications Act.

The inquiry before FCC involves an interpretation of the term "originating station". The specific problem concerns an instance where Station A desires to rebroadcast network programs of Station B, having obtained the consent of the network, but having failed to gain the consent of Station B.

NAB, in its commentary, contends that Sec. 325(a) of the Communications Act, although speaking of "programs", necessarily includes "signal", citing 1927 legislative history in its argument.

Consequently, avers NAB, the question narrows as to which station is the originating station of the signal. When Station B picks up the network program from the cable it amplifies the video signal and gives it new characteristics, and then transmits it from its transmitters. When this operation takes place, its legal consequences are the same as if no prior pickup was involved. It is a separate performance under the copyright law; it is a separate publication under the law of defamation; and it is a separate transmission of the signal under the Communications Act. That property rights accrue to Station B in this retransmission is without question. As far as Station A is concerned, Station B has originated the signal, and has "produced it as new".

NAB also contended that separate and apart from Sec.325(a), there exists a protectible property interest in the signal of a radio or television station resulting from the labor, facilities, expenditures and techniques of the licensee.

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FOLSOM, RCA, ADVOCATES U.S. PROCUREMENT GENERAL

The appointment of a Procurement General with policy-making authority over all Government and defense buying in peace and war was recommended in New York Monday (Nov. 13).

Frank Folsom, President of the Radio Corporation of America, and Director of Purchases in the Office of Production Management in the last war, made the recommendation at a defense "controls" panel session of the Trade and Industry Law Institute, Inc., at the Roosevelt Hotel.

Mr. Folsom told the 250 executives present that compared with the same period in the last war, Government arrangements for priorities and allocations were well advanced. The suggested Procurement General would coordinate policy plans.

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## DEALERS ASKED TO TONE DOWN TV ADVERTISING

Elimination of misleading advertising concerning application of the new excise tax on television sets was urged yesterday (Nov. 14) by the Better Business Bureau of New York City.

In a bulletin issued to the industry, the Bureau pointed out that some references to the 10 per cent tax had mistakenly led consumers to believe that the levy amounted to 10 per cent of the retail price. The tax, which became effective on Nov. 1, is 10 per cent of the original manufacturer's price to wholesalers or retailers.

The bulletin, which went also to advertising media, recommended that the term "10 per cent" be used in reference to the excise tax only where it is clearly described as a 10 per cent tax on the manufacturer's price to the trade. The bulletin also made additional definition of advertising and selling standards recently adopted under sponsorship of the Bureau by a large part of the trade dealing in radio, television sets and services and home appliances.

When retail prices of television sets are advertised, the Bureau noted, all additional payments for excise tax, warranties or other charge necessary to obtain delivery should be clearly stated in immediate conjunction with advertised or quoted prices. The trade was reminded that when warranties are mentioned in advertising, their terms and duration also must be clearly stated under provision of the adopted standards.

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## COLUMBIA UNIVERSITY BEER SPONSORSHIP AROUSES WCTU

The Women's Christian Temperance Union put on its war bonnet and got out the old tommy-hawk in an attack on Columbia University for accepting brewery sponsorship for a television program.

Mrs. D. Leigh Colver, in Evanston, Ill., last week, President of the W.C.T.U. called the program "a scheme of education for alcoholism which uses American classics as springboards for beer promotion.

The program is the "Pulitzer Prize Playhouse" sponsored by the Joseph Schlitz Brewing Company, Milwaukee, over the ABC-TV network. It features famous plays, mostly Pulitzer Prize-winners, for which Columbia's Pulitzer School of Journalism makes the annual awards.

Mrs. Colvin said Columbia should return a \$100,000 gift from Schlitz and withdraw its cooperation. She said no mention on the TV show is made of either Columbia or the Pulitzer School of Journalism.

However, she said, "the tieup \* \* \* allies the university, its school and the Pulitzer name with programs which are obviously put on by the brewer to promote drinking in the American home.

"Beer bottles and beer drinking have been rampant in commercials between acts, one recent commercial depicting Mona Lisa coming to life from her painting to reach for a glass of the sponsor's beer."

In Milwaukee, Schlitz president Erwin C. Uihlein called attention to the endowment of Vassar College by Matthew Vassar, a brewer. He said that when the TV show opened Oct. 6, Dean Ackerman referred to Vassar as setting a "fine precedent" for Schlitz sponsorship of the program,

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

Film Leaders Eeen Meeting To Counteract TV  
(Herb Golden in "Variety")

A hush-hush session of top industry leaders in production, distribution and exhibition is currently being planned. It will frankly be a "What-are-we-going-to-do-about-it?" meeting to plot counter-measures to the inroads on film grosses by TV and other forms of competition and to consider ways of reviving the faltering boxoffice.

Powwow is an outgrowth of a session held for the same purpose among about 25 of the top exhibitors in the country at the Theatre Owners of America convention in Houston last week. The circuit chiefs, whose holdings represent investments of millions of dollars, met at a private dinner sponsored by New York theatremen Simon H. Fabian.

Secret session was a grim, no-kidding affair, with all those in attendance cautioned against talking about it. It would up with a suggestion from Charles Skouras, prez of 20th-Fox's circuit-owning subsid, National Theatres, that another similar meeting be held with top-echelon production and distribution executives as quickly as possible.

Skouras pointed out that exhibs couldn't hope to face the problem themselves, since it was too complex and necessarily involved the producers. He asked that arrangements be made to hold a private conclave on the Coast, and efforts are now being made toward that end. \* \* \* \*

Mitchell Wolfson, who owns both a theatre circuit and television station in the Miami area, urged exhibs not only to get into large-screen TV in their theatres as soon as possible, but to try to get into the tele broadcasting business itself.

Resolution brought forth by Wolfson and approved by the convention declared: "It is appropriate that exhibitors recognize the existence and growth of the new electronics medium and participate to the fullest extent in television both for the public and their own interests." \* \* \* \*

Major reason for the desire of those who have installed theatre TV to get other exhibs to do likewise is that the sooner there is a healty circuit of such facilities available, the sooner programming can begin. Fabian, Wolfson, Balaban, Corwin and others are anxiously awaiting the time they can afford to buy up major events exclusively for theatre tele.

Tanks and Television  
("The New York Times")

Secretary of Defense George C. Marshall, addressing the Business Advisory Council of the Department of Commerce, told its members that they should be prepared for a defense production program of at least four years' duration. The blueprint for such a military program, said General Marshall, is already more than half completed.

While this meeting, held at Sea Island, Ga., was "off the record", one gathers that the representatives of business were reassured on one matter concerning which they had been in a good deal of doubt. The flow of military orders, they were told, would be scheduled at such a rate, or rates, as to prevent as far as possible temporary shutdowns or lay-offs in industry. In other words, the program is to be geared so that that part of industry which is not producing for the rearmament effort will be free to continue turning out autos, refrigerators and television sets.

This is all to the good, so far as long-term policy is concerned. But the fact is that, while it may be approaching the top, the nation's economy is still in the rising phase of a civilian goods boom of which the automobile and the television may be said to be symbolic. The first task, and the most important, is to bring that boom under control even though this may involve what Dr. Nourse described in early 1949 as "a little healthy disinflation". We have had expert testimony that original price estimates of a number of typical defense items have already jumped very sharply since Korea, though the rearmament effort is still in the blueprint stage.

With a major defense program looming ahead for the next four years, the danger is not that the production of civilian goods will collapse; the danger is that in our zeal to see that no "slack" is permitted in the economy, we shall find ourselves burdened with war costs vastly greater than they would have been if we had been prepared to curb our appetite for automobiles, inordinately overpriced housing and television sets.

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No Industry Has Ever Faced Such A Problem As TV Servicing

(C. M. Odorizzi, Operating Vice-President, RCA-Victor  
Division, in "Radio Age")

The quality of television service must match stride with the growth of the television industry or that growth will be retarded. No other industry producing such a highly-technical product as television has grown so rapidly in such a short time. No other industry has ever faced the problems of providing technically trained manpower in such quantities as television's fantastic growth has required.

At the end of last December there were 4 million television receivers in service - 3 million more sets have been added since then up to the first of September. The industry forecasts that more than 2 million receivers will be sold during the balance of the year. This means that dealers throughout the country must be prepared to install and service, during the last quarter of the year, half as many receivers as were sold during the entire 4-year period of 1946-1949.

The real problem of the industry this fall and winter will be the training of a sufficient number of skilled technicians to install and service the receivers which manufacturers plan to produce and sell.

The answer as to whether or not a dealer should perform his own service depends entirely on the dealer - on his available capital, his volume, and his objectives. Many dealers operate fine service departments and take great pride in the excellence of their service.

(Continued on page 16)

TRADE NOTES

For the information of those attending the Columbia Broadcasting System color demonstration in New York this week, Columbia is passing out a 6-page mimeograph release entitled "CBS Color Television - Questions... and ... Answers"

The questions discussed are "Why Color Television?" "Why Color Television Now?" "Why CBS ColorTV?" "What About My Set?" "Are Manufacturers Making Adapters and Converters Yet?" "When Do Programs Start?" "How Does CBS System Work?" "What's In It For CBS?"

Copies may be had by addressing the Columbia Broadcasting System, 485 Madison Avenue, New York 22, New York.

Floyd G. Blair, President of the New York Philharmonic-Symphony Orchestra has suggested that letters be written by listeners to the Columbia Broadcasting System concerning the new Sunday schedule, which places the orchestra's broadcast at 1 P.M. instead of 3, by magnetic-tape transcription. Mr. Blair said in the Far West this time conflicted with church services, and that interest in the Philharmonic was suffering.

The Annual Television Clinic of the Television Broadcasters' Association, Inc., top day long conclave of the television broadcasting industry will be held Friday, December 8, from 10 A.M. to 5:30 P.M., with Eugene S. Thomas, Manager of Television Operations of WOR-TV, as Chairman, in the Starlight Ballroom of the Waldorf-Astoria Hotel, New York. The event is expected to attract over 400 persons.

Following her successful television debut, Margaret Truman daughter of the President, will make a return appearance on Ed Sullivan's CBS-TV "Toast of the Town" program in the near future.

The actual date of her appearance will have to be worked into her current New England concert schedule but it will not be until after the "Toast of the Town" broadcast of Nov. 19, which will originate at the Boston Opera House.

Muntz TV, Inc. - Six months to Sept. 30: Net profit \$446,445, equal to 44¢ a share. No comparison is available.

Color video beamed commercially is at least three years away, William A. Bless, veepee of Avco Manufacturing Corp., and Crosley Division Sales Manager, predicted in Chicago last week. A chief delaying factor will be the great cost of tinted shows to the sponsor, he stated.

Manufacturing exec claimed that the Crosley half hour of NBC's "Show of Shows", which costs \$35,000 in black and white, would be upped to nearly \$70,000 in color.

About 7,213,700 American families - almost one out of every five - own television sets, the Industrial Surveys Co., reported to the U.P. in Chicago last Sunday (Nov. 12). The actual ownership ratio is 17.9 percent of the approximately 40,300,000 families in the Nation.

Geographically, more than one of every three families in the Northeastern States owns a receiver, and about one in every seven in the North Central States has a set. "Poor" people own a good share of the sets. More than 11 in every 100 families in the lowest quarter of the economic strata have TV in their homes. Twenty-four in every 100 of the top quarter families have receivers.

Craftsmen and skilled laborers own the greatest percentage of sets among occupational groups, followed by clerical workers, sales and service workers, professional men and women, and executives, farmers own the least.

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Television caused its first United Nations controversy at Lake Success last Saturday (Nov. 11). More accurately, it was the lack of television that caused the trouble.

Many delegates have been using the set in their lounge. The set was tuned to the proceedings in the Security Council or the Political Committee, which are televised during the day by United Nations cameras.

Saturday the set was removed because Secretariat officials believed it was attracting too many persons who had no business in the lounge. Some delegates complained. In diplomatic circles it was felt that there was an excellent chance that the television set would be returned to the lounge.

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Radio and television dealers in 36 States and the District of Columbia were shipped 3,952,000 television receivers in the first eight months of 1950, the Radio-Television Manufacturers' Association reported last week. TV sets shipped in August totalled 845,000, according to estimates by RTMA of member and non-member company shipments.

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("No Industry Has Ever Faced Such A Problem As TV Servcing" continued from page 14)

These men have been willing to invest the necessary capital to provide good service facilities, space for the service shop, good office records, and excellent test equipment. Of equal importance, they have seen to it that they have properly trained technicians and experienced supervisors. They have a sizable investment in installation materials and in repair parts to take care of old as well as new models. The successful servicing dealer keeps accurate cost records, and sells and merchandises his service in the same way that he handles his products.

All of us have seen examples of small dealers, large dealers, and even large department stores, that have rushed into the servicing business without the ingredients which are so necessary to a successful operation, only to discard the program when they found that it was unsatisfactory and unprofitable. In like manner, television service contractors have gone bankrupt. " " "

I believe the television service contract to be the greatest merchandising tool that has ever been placed in the hands of dealers. If there is one pitfall that the TV industry must avoid, it is the pitfall of the 50¢ radio service calls and the sharp radio service practices which we all remember. Consumers are perfectly willing to pay reasonable service charges on mechanical and electrical products.

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November 22, 1950

## GET YOUR CHILD A TV SET ADVERTISEMENTS STIR UP A HORNET'S NEST

A tremendous amount of indignation has arisen as a result of a series of newspaper and radio ads started last week by the American Television Dealers and Manufacturers. The first ad was headed: "There are some things a son or daughter won't tell you." It featured a boy and a girl whose home has no television. The girl, her chin cupped in her hand, is crying over their plight. It continues with details of "deep loneliness" because "the kids were mean and won't play with me!" The advertisement urged the purchase of television sets to save children from the "humiliation" of "begging those precious hours of television from a neighbor."

Prior to the newspaper insertion a spot announcement that television has become a "must" for children had been sent to 250 radio stations throughout the country. It featured the heartbroken sobs of a little girl because there was no television set in her home.

The first repercussion came as a result of a letter of endorsement which appeared as part of both the newspaper and spot announcement ads written by Angelo Patri, well known authority on children and writer of a syndicated column on child psychology published by the Bell Syndicate, a portion of which read:

"Youngsters today need television for their morale as much as they need fresh air and sunshine for their health. . . It is practically impossible for boys and girls to 'hold their own' with friends and schoolmates unless television is available to them. . . . To have television is to be 'cock o' the walk.' Not to have it, well, that is unthinkable."

This aroused the ire of the Evening Journal of Providence, R. I., which immediately discontinued the column, after printing it for many years, saying letters from readers had protested the columnist's endorsement of an "inferiority complex" theme among listeners.

The newspaper added:

"We will not permit supposedly independent and objective experts to pervert their positions for commercial purposes."

The Associated Press reported that Mr. Patri had said he was withdrawing from the advertising arrangement. He was quoted as saying: "I will never advertise anything for anybody anymore."

Business Manager Joseph B. Agnelli of Bell Syndicate said Mr. Patri had given the endorsement but had not seen the entire ad copy beforehand and thus did not know the line it would take.

Tide, a news magazine of the advertising business, released the text of an editorial in its current (Nov. 24) issue in which the campaign is termed a "body blow (to advertising), the roughest it has had in a long, long time."

An editor of Tide said the magazine also planned a news story on the advertisement, which is being augmented by a similar sales approach in radio advertisements. He added the campaign was planned to cost between \$1,000,000 and \$2,000,000.

The American Television Dealers and Manufacturers was described in the Tide editorial as "an informal group formed to fight the effects of the 10 per cent excise tax and color television."

The Tide editorial reported "tremendous reaction to the ads."

"They came from advertising executives and from housewives and from people in between", it added. It called the advertising "The worst case of poor taste that advertising had had in years."

The Family Service Association of America condemned in New York Saturday (Nov. 18) a television industry advertisement that appeared in newspapers as "unmitigated nonsense" and "cruel pressure" on parents.

Considerable heat has been generated in letters now coming to the editors of the newspapers.

"Never have I read anything which so thorough offends a democratic sense of decency as the full-page advertisement of the '1950 American Television Dealers and Manufacturers' which appeared in The New York Times of Nov. 14", John H. James writes to the Times. "Never have I witnessed such gross exploitation of that fundamental conflict which exists between 'haves' and 'have nots' in any society.

"I am aware of the 'class appeal' of most advertising today, but this particular advertisement sinks to abysmal depths in the commercial anarchy of modern huckstering. How vicious and insidious can an adman get?

"As for Angelo Patri, the less said about his testimonial in this ad the better. What does Patri advocate, a new generation of television-nursed brats? A new generation of 'video-chondriacs'?"

This protest is echoed by another Times reader, Mary Morris Hogan, of Jackson Heights, N. Y.:

"I have read and been forced to listen to offensive advertisements before, but the worst is the television ad in The Times of Nov. 14.

"We have a boy of 8 and a girl of 7 who asked for a television set at least a year before we bought it. Our method of raising our children would not be approved by the child guidance expert quoted in the advertisement. We did not immediately purchase a set with 'easy payments' in order to save our children 'embarrassment'. Instead, we told them how much a television set would cost, and said we planned to save our money for a television set. \* \* \*

"The commercials on the children's programs do their best to combat this old-fashioned training. A product is never advertised as costing 89 cents; it is always 'only' 89 cents. I spent six months giving my children an 'anti-commercial course' and they graduated with honors.\* \* \*

"Now I can read the evening paper while the children listen to commercials, secure in the knowledge that, thanks to television, they are now huckster-proof. When Mr. X leers and says, 'Kiddies, call Ma from the kitchen to see this', they answer in chorus, 'Her name is Mother, she's not in the kitchen, and she doesn't want any.' When the final box-top offer of the day comes into our home, the children's favorite retort is given: 'Mother, tear off your head and send it in for two tin whistles.'"

"The American television dealers and manufacturers who inserted the full page ad in the Post November 15 may be surprised to hear that I am not grateful for their solicitude for my child and the other children who are being denied vitamin TV for their minds", Edgar Bolen declares, addressing The Washington Post. "They will probably be amazed to hear that I am hopping mad.

"I feel that that particular ad approaches the all-time low in advertising - even if the statements made in the ad were all true the thing would be vicious, attempting as it does, to blackmail parents into buying a product by playing on one of the most sacred emotions of mankind: love of their children. Moreover, since in non-TV homes, children sometimes can and do read, it tells those children that their parents are depriving them of something which is their right, plants the feeling that they are not loved as other children are.

"There must be many parents like me who cannot afford television and who, moreover, have not been impressed with the programs we have seen.

"Meanwhile my daughter seems reasonably well-adjusted and popular with her playmates, many of whom have television. If they excel her in anything, it is in Western dialect and facility with 'shooting arms.'"

"I am writing you, as the only target in sight, to protest against the publication of the advertisement of the American Television Dealers and Manufacturers appearing on page 11 of The Washington Post of November 15", A. R. Hilliard, of Alexandria, Va., writes.

This advertisement is an attack upon the internal harmony of any home - and there are many, to my knowledge - in which the parents believe that today's television has a deleterious, rather than a beneficial, effect upon children. It is a brutal attack upon any home in which there is not money to be spared for a television set.

"Does your publication of the ad indicate that you approve of it? Or just that you are neutral, having no opinion as to the rightness or wrongness of it? Or that you feel no responsibility in the matter? I am sure that you must draw the line somewhere in accepting paid advertising and assume that you aim to reject the 'indecent' and the 'flagrantly misleading'. If this is correct, I sincerely hope you will review your concept of these terms to see if it is not too narrow."

Letters from readers of The Washington Post continue to come in and Tuesday (Nov. 21) protesting the first advertisement, at least a quarter of the editorial page was devoted to reprinting them.

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MRS. R. CONTRIBUTES TO 2ND CHILD AD; CALLED FIRST "HORRIBLE"

Although expressing the utmost disapproval of the first of the series of articles apparently intended to high pressure the sales of television sets to children by the American Television Dealers and Manufacturers just before Christmas, calling it "horrible", a testimonial from Mrs. Franklin D. Roosevelt appeared in the second of the series which came out in the newspapers of Tuesday (Nov. 21). Mrs. Roosevelt previously had said she had ordered the use of her name withheld from the advertisement pending approval of the context in which it was to appear.

Mrs. Roosevelt's endorsement appeared in the same spot as that of Angelo Patri last week, along with her picture and under her name as United States Delegate to the General Assembly of the United States which read:

"To me television offers a magnificent opportunity to increase the education which we make available to the children of today. If parents will supervise carefully the type of show and the time spent by children watching television, they can see the best that television has to offer, which can bring much enjoyment and much that will be valuable in their education. Of course, I am a firm believer in the supervision of children's reading habits, and now that we have television, I think that the same thing should be true for television. It is a parent's duty to see to it that the children get the best in television entertainment and education."

The rest of the ad was considerably toned down from the first and would hardly be recognized as a part of the series if one didn't know about the rumpus earlier installment had raised. The mention of children is almost avoided except in pictures and captions which did in telling the story. Titled "You'd Give Them The World If You Could -- This Christmas You Can", "them" is supposed to refer to the children. Then follows the text which reads, in part:

"For your family, Christmas 1950 can be the most wonderful Christmas ever ... or ever to come,

"For never, before television, could you give your loved ones all the whole wide world ...

"the exciting world where history happens every day  
before your eyes

"the world of adventure, where a little girl can be a princess, and a six-year-old boy can tame the West on horseback

"the world of knowledge, where learning is fun, and no one wants to 'play hooky!'"

The concluding slogan is "Television May Never Again Cost So Little".

S. J. Schwinn, Chairman of the Executive Committee of Ruthrauff & Ryan, Inc., advertising agency, pointed out that the former First Lady's statement already had been used "at least a dozen times" in spot radio announcements throughout the nation as part of

the TV industry's promotional campaign.

"Their (the Roosevelt's) contract with us does not require such prior approval of the whole series and so far as I know, no one has insisted upon it on their behalf", Mr. Schwinn said. He added that a secretary had telephoned after appearance of the first advertisement to ask and receive assurance that Mrs. Roosevelt's statement would not be used in a presentation stressing the 'negative' side - the things a child would miss without television.

"There is no question but what the first advertisement was 'out of bounds' as far as taste was concerned", Mr. Schwinn said.

This "negative" approach has been eliminated from the rest of the series of five advertisements, which now stress the positive joys of TV set ownership, Mr. Schwinn said.

Elliott Roosevelt, who serves as his mother's literary, radio and TV agent, said his mother would permit her statement to be used without charge if the ad were for educational purposes but if it were used "for commercial purposes" she would expect "a regular fee".

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#### CBS PROTESTS DELAY OF COLOR TV BY CHICAGO COURT

The Columbia Broadcasting System tried another legal channel Tuesday (November 21) in Chicago in an effort to get its commercial color television programs on the air.

It filed a long memorandum with a three-judge Federal court protesting the court's action last week in delaying CBS's planned color telecasts. It asked immediate permission to start the programs and said delay is costing the public "millions of dollars".

The court on November 15 issued a temporary restraining order delaying the CBS telecasts. It took the action after Radio Corporation of America and other television equipment manufacturers argued that the CBS color system was inferior to others and was too costly. RCA and the others wanted an injunction issued to prevent CBS color programs.

CBS said yesterday (Nov. 21) that every day the FCC order remains suspended, another 30,000 black and white receivers are sold to the public.

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#### V-P BARKLEY SAYS IT ON WEDDING ANNIVERSARY WITH RADIO-PHONO

One man who evidently wasn't swept off his feet by television was Vice-President Alben W. Barkley who, on his first wedding anniversary this week at Paducah, Ky., the old family home, presented his second wife with a big radio-phonograph combination.

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GEN. HARRISON, NPA, WILL ORGANIZE COMMUNICATIONS ADVISORY GROUP

The National Production Authority will organize a Communications Industry Advisory Committee to bring about close cooperation with the industry, NPA Administrator Gen. William H. Harrison announced last Friday (Nov. 17) at a conference with makers and users of communications equipment.

Industry spokesmen complained that suppliers of component parts are failing to deliver supplies necessary to ordinary maintenance of the nation's communications system. They asked for a recognition of the industry's essentiality and a priorities system either ranking below that of the military or included in it.

Mr. Harrison stated that NPA recognizes the fundamental essentiality of communications -- including telephone, telegraph, commercial radio and cable -- and assured the industry that supplies must somehow be made available for maintenance. He cautioned, however, that this assurance did not in any way cover expansion.

Mr. Harrison suggested that hardship cases could be provided for under the present system without secondary priorities through the issuance of special NPA directives.

Mr. Harrison pointed out that the letter and spirit of NPA regulations place a responsibility on industry to maintain equitable distribution through normal channels. He said that though he would regret it, NPA would be forced to control the situation if industry does not.

Industry spokesmen agreed that some of their difficulties are the result of advance buying of resistors, tubes and other parts at prices above the market by various industries.

The meeting was presided over by Glen Ireland, Assistant to the NPA Administrator. Among members of the industry present were: Percy G. Black, Charles S. Cadwell, Automatic Electric Co., Chicago, Ill.; A. F. Gibson, Stromberg-Carlson Co., Rochester, N.Y.; Harry C. Ingles, R.C.A. Communications, Inc., New York, N. Y.; Admiral Ellery Stone, American Cable & Radio Corp., New York, N. Y.; J. M. Bierwirth, E. R. Wheeler, Western Electric Co., and Western Union Telegraph Co., New York, N. Y., respectively; C. M. Mapes, T. R. Kappel, American Telephone & Telegraph Co., New York N.Y., and W. R.F. Adams, D. R. G. Palmer, General Cable Corp., New York, N. Y.

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SARTAIN, WWDC, WASHINGTON AGAIN HEADS CHESAPEAKE AP RADIO ASSN.

Denis Sartain, news editor of Station WWDC AM and FM, Washington, D.C., was re-elected President of the Chesapeake Associated Press Radio Association, Sunday, November 19th, at the organization's annual Fall meeting in Baltimore, Md. Also elected again were Matthew Warren (WEAM, Arlington), 1st Vice President and Max Fullerton (Chief of the Baltimore AP Radio Bureau), Secretary.

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## EXCESS PROFITS TAX WOULD CRIPPLE TV INDUSTRY, HOUSE GROUP TOLD

Robert C. Sprague, President of the Radio-Television Manufacturers' Association Monday, Nov. 20th, told the House Ways and Means Committee that the excess profits tax proposed by Secretary of the Treasury Snyder would seriously cripple the radio-television industry and hinder electronic production for national defense. Mr. Sprague is also President of the Sprague Electric Company, of North Adams, Mass.

President Sprague presented four main points in his testimony in support of his argument that the rapidly-growing television industry would be unfairly taxed under the Treasury proposal. He summarized these points as follows:

1. The television industry began commercial production in 1946 and is the fastest growing industry in America.
2. In the industry the period 1946-49 was a time of pioneering and preparation and is an unfair base for excess profits credit purposes.
  - (a) Our industry would be taxed much more severely than American industry generally.
  - (b) Production for the rearmament program would be hindered.
  - (c) The impact on the smaller companies of our industry would be even greater than upon the larger well-established companies.
3. The general relief for hardship cases provided for by Section 722 of the previous law would offer little, if any, practical assistance to our industry.
4. The law should give "growth" companies the benefit of an adjustment to their excess profits credit designed to give them tax treatment generally consistent with that of other corporations.

Illustrating the rapid growth of the television industry, Mr. Sprague presented the following table on TV sets sold since World War II:

| <u>Year</u>     | <u>Television Sets<br/>Manufactured and Sold</u> | <u>Value at Manufacturers'<br/>Sales Prices</u> |
|-----------------|--|---|
| 1946            | 6,476  | \$1,250,000                                     |
| 1947            | 178,571  | 50,000,000                                      |
| 1948            | 975,000  | 230,000,000                                     |
| 1949            | 3,000,000  | 580,000,000                                     |
| 1950 (estimate) | 6,500,000  | 1,100,000,000                                   |

Emphasizing that the Treasury's proposal would tax the television industry more severely than American industry in general, Mr. Sprague said: "The effect of Secretary Snyder's proposal upon our industry would be devastating."

He cited figures obtained from 49 manufacturers showing that "while earnings of all corporations increased only about 62% between 1946 and 1950, the earnings of our industry expanded almost six times or 600%. The increase in earnings of all corporations in 1950 over 1949 is 40%, but in our industry is almost 120%."

Explaining the need for special provisions in the excess profits tax law to assure equitable treatment for the radio-television industry, Mr. Sprague recommended that "no 'growth' company should have an earnings credit less than that of business in general."

Mr. Sprague did not offer any testimony in opposition to the excess profits tax due to the Committee ruling that such argument was inadmissible, but in closing he said: "We believe that any additional revenue needed should be raised through a temporary increase in the present corporate tax and that an excess profits tax should not be enacted."

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AUDICON, NEW HAVEN, BELIEVES IT HAS "SIMPLER" COLOR UNIT

The Audicon Television Research Corp. announced last Saturday (Nov. 18) it had developed a color television system that was simpler and cheaper than others thus far proposed.

The announcement said the system would fit in with black and white television so that its color broadcasts would be received in color on color tests and in black and white on present sets. It added there were no moving parts and the system could be used with present transmitting and receiving equipment without requiring additional tubes or circuits.

As explained by the company, the heart of the system is its special color filter consisting of alternating red, green and blue lines. One such filter is used in transmitting the picture and another is placed over the face of the picture tube of the receiver. If the receiving set is not equipped with such a filter, said company officials, then it shows an ordinary black and white image.

The filters, it was estimated, would cost \$40 to \$50. The company said they could be attached like antiglare filters to the viewing tubes of present sets, regardless of how big the screen and built into new sets.

The announcement was made in a statement described as "an open letter to the Federal Communications Commission and to manufacturers of television sets." It offered to demonstrate the system before the FCC, which last month authorized color broadcasting and adopted the method developed by the Columbia Broadcasting System. The authorization has been held up by a temporary restraining order issued by Federal Court in Chicago.

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A group of about 200 members of the Financial Analysts Societies of New York, Philadelphia, Boston, Wilmington, Providence and Chicago last week studied all phases of television receiver manufacturing while visiting the plants of Philco Corporation in the Philadelphia area.

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NEW COBALT CURB TO CUT TV, RADIO OUTPUT

Defense limitations ordered yesterday, Nov. 21, on the commercial use of cobalt -- a metal used to harden steel -- will cut the production rate of radios and TV sets by 25 to 40 percent below current levels, industry spokesmen declared.

The National Production Authority, in Washington of which Gen. William H. Harrison is head, which froze all use of cobalt last week, yesterday ordered its release again for non-military use, but only at 30 percent of the consumption rate during the first six months of 1950.

That 70 percent cut, plus a 35 percent cut-back in aluminum and impending reductions of similar magnitude of copper, nickel and zinc, will fall with a heavy blow on the radio and television industries, their officials said.

"The industry faces dwindling production in the first quarter of 1951 -- and after that it will grow worse", said a spokesman for the Radio-Television Manufacturers' Association.

Cobalt, described as "highly essential" in the making of magnets for radio and TV loud speakers, is imported from Africa. Had the freeze on sales continued, the industry spokesman said, all plants would have been shut down by the end of next month.

The action came after pressing appeals which the radio and television industry made to N.P.A. following last week's "freeze" order.

The radio producers carried their arguments to Gen. Harrison. They said that the cobalt "freeze" should be eased to prevent a complete shut-down.

The new directive provides that orders for twenty-five pounds or less are to be filled in full whether bearing defense ratings or not. The N.P.A. added that a similar directive would be issued for December deliveries, but held out the hope that a somewhat larger amount would be made available for civilian uses in that month.

The 70 percent slash in civilian use of cobalt ordered by the National Production Authority will cause a "dry spell" in radio and television production which will extend well into next Spring, it was predicted by A. D. Plamondon, Jr., President of the Indiana Steel Products Company of Chicago, one of the largest manufacturers of cobalt permanent magnets for electronic devices.

Mr. Plamondon estimated that radio and TV production may be cut about 50 per cent during the first quarter of 1951 unless relief is given to the industries. He forecast a sizeable drop in employment in both industries for the same period.

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ZENITH PROFITS SET COMPANY RECORD FOR MONTH

Zenith Radio Corporation reports a record estimated net consolidated profits for itself and its subsidiaries for the first six months ended October 31, 1950 of its current fiscal year amounting to \$3,790,990 after Federal Income tax provision of \$2,973,000, depreciation, excise taxes and reserves for contingencies.

Federal Income tax provision is at the current rate established in September 1950. No provision has been made for possible excess profits taxes that may be voted by the Congress and which may be applicable to a portion of 1950 operations.

Net consolidated profits for the three month period ended October 31, 1950, amounted to \$3,024,036 after Federal Income tax provision of \$2,422,064, depreciation, excise taxes and reserves for contingencies.

Consolidated net profits for the comparable six month and three month periods a year ago were \$1,066,526 and \$895,581 respectively, after Federal Income tax provisions, depreciation, excise taxes and reserves for contingencies and deductions for amortization of goodwill incident to acquisition of a subsidiary. There was no comparable deduction applicable to the earnings for the current periods since this goodwill item was completely amortized prior to April 30, 1950.

Consolidated sales for the second quarter ended October 31, 1950, amounted to \$41,106,454, which was the largest volume of sales for any quarter in the Company's history.

"The Company is continuing to produce at a high rate despite difficulties in securing certain scarce materials and components, but it is unable at this time to estimate the effect that restrictions and cutbacks on strategic materials will have on production after January 1st", Commander E. F. McDonald, President of the Company, said.

"The company is presently allocating its production of radio and television receivers and it is not anticipated that this situation will change in the near future.

"Outstanding among the many new exclusive features of the Company's current line of television and radio phonograph combination receivers is its revolutionary new all-speed "Cobra-Matic" record player which plays not only the three standard speeds (33-1/3, 45 and 78 RPM), but also all intermediate speeds including the new proposed speed of 16 RPM. The Zenith "Cobra-Matic" has over 3000 speeds and will play any and all known speeds, old, new or contemplated, thus giving pitch and tonal effects most pleasing to the individual listener.

"The Company expects to be able to start on December 1st the limited 90-day commercial test of its 'Phonevision' system of 'pay-as-you-see' television to determine whether the public is willing to pay a reasonable fee to witness in their home first-class movies and other forms of high grade entertainment."

34 MILLION HOMES TO HAVE TV BY '55, BAKER, GE, PREDICTS

Dr. W. T. G. Baker, General Electric Vice President, predicted in Chicago last week that television broadcasts will reach 34 million homes by 1955.

Dr. Baker told the annual meeting of radio news directors that in five years, areas covering 71 percent of all American families will receive programs from two or more stations, and despite its tremendous growth television "will not sound the death knell for radio in the foreseeable future."

Dr. Baker, General Manager of the G.E. Electronics Department at Syracuse, N. Y., said the public will rely mainly on radio and newspapers for news, coverage "for a long time to come", with television providing an additional source of information.

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RCA OPENS TEX EXCHANGE SERVICE TO WESTERN GERMANY

Opening of a customer-to-customer overseas radioteleprinter exchange service between the United States and Western Germany was announced Monday (Nov. 20) by H. C. Ingles, President of RCA Communications, Inc. The service, known as TEX, has been in operation between New York City and the Netherlands since May 15, and between Washington, D. C., and the Netherlands since October 19.

Mr. Ingles said that extension of TEX to Western Germany permits immediate confirmation of the information exchanged and affords a confidential, written record of communication.

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NEW TV ASCAP AGREEMENTS EFFECTIVE DEC. 31

Telecasters were notified last Friday (Nov. 17) that their television agreements with the American Society of Composers, Authors and Publishers (ASCAP) of October 1949 have now become fully effective, Herman Finkelstein, the Society's General Attorney, announced.

The television agreements for the performance of ASCAP's members' works in the new entertainment medium were originally signed with the provision that the Society obtain consents from its members representing 85% of its domestic distribution for the year 1948.

In a letter to the telecasters, J. M. Collins, ASCAP Sales Manager, advised that the Society, having received the necessary rights from its members, had now fulfilled its obligations under the agreement with the telecasters, and that all amounts deposited by the networks and local stations with Judge Robert P. Patterson as escrow depository under their license agreements, would now be paid to the Society.

The blanket license agreements now become fully effective for the period ending December 31, 1953.

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TV CHANNELS ARE REQUESTED BY EDUCATORS

Seven national educational groups asked the Federal Communications Commission Monday (Nov. 20) to set aside at least one television channel in each large city and each major educational center for non-commercial use. Where all channels now are assigned, the groups suggested that the commercial stations be required to devote a portion of their broadcasting time for educational programs.

Brig. Gen. Telford Taylor, counsel for the Joint Committee on Educational Television, filed a petition asking that the groups appear before the FCC at hearings beginning next Monday to present their case. Gen. Taylor said the educators also will urge that when the proposed high frequency band is authorized that 20 per cent of all newly created channels be set aside for non-commercial use.

The seven groups represented in the Joint Committee are the American Council on Education, the Association for Education by Radio, the Association of Land Grant Colleges and Universities, the National Association of State Universities, the National Council of Chief State School officers and the National Education Association.

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U.N. COMMITTEE OPPOSES SOVIET RADIO JAMMING

Over the sole opposition of the Soviet bloc the United Nations General Assembly's Social Committee adopted a resolution last Saturday (Nov. 18) at Lake Success, N. Y., condemning the jamming of radio broadcasts as a denial of the human right of freedom of information.

Together with the condemnation, the Committee joined an invitation to all governments to refrain from broadcasting "unfair attacks on slanders". It asked that they conform strictly to ethical conduct "by reporting facts truly and objectively".

It also invited member States to facilitate objective reporting of the activities of the United Nations in promoting peace, particularly through United Nations official broadcasts,

The resolution was adopted by 39 to 5, with no abstentions and sixteen absent, after several amendments had been defeated and it had been voted on paragraph by paragraph, several times by roll call vote.

Amendments sponsored jointly by Mexico, the Philippines, Indonesia, Iran, Iraq, India and Saudi Arabia extended the scope of the resolution from jamming to unethical broadcasting.

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SCISSORS AND PASTE

Court Color Tests May Take Months, A Year
(Jack Gould in "The New York Times")

In deciding that there could be no immediate harm to the public interest in postponing the go-ahead for the Columbia Broadcasting System's color, one member of the Chicago Court, Judge J. Earl Major, remarked:

"It is unthinkable that we can decide this issue in a day, a week or a month. We must have time to consider the arguments of all parties, and we are going to take that time."

Considering that the court must study voluminous briefs, affidavits and oral arguments, much of it based on highly technical testimony before the Federal Communications Commission, the position of Judge Major is not hard to understand.

Even when a decision is reached in Chicago, however, the court proceedings will not be ended by any means. The issues are scheduled to go on appeal directly to the United States Supreme Court, which may need many weeks or months to hand down a final determination.

Godfrey and Mug Call It Quits After 16 Years
(Sonia Stein in "The Washington Post")

When the gentle background giggle disappeared from the morning Godfrey show, and the pretty self-effacing girl disappeared from the Godfrey elbow on the Wednesday night TV show, the audience noticed it. What's more, the audience cared.

Margaret (Mug) Richardson, secretary and "good right arm" to Arthur Godfrey for 16 years, has a loyal following all her own. Letters poured in, the phone buzzed, Where was "Mug"? Where had she gone?

She'd come home, and Godfrey's loss is Washington's gain.

In the frantic existence of Godfrey and those who surround him, the "unpredictable" Godfrey could be counted on for one thing - to give "Mug" a thorough scolding - sarcastic or vituperative - from time to time. And Miss North Carolina of 1934 could be counted on to hand it right back.

So it was nothing like a hot argument that dissolved the Godfrey-Richardson work team after 16 years. They still have the highest regard for each other.

Godfrey doesn't talk about "Mug" leaving. He says only, "She resigned and I am very sorry she did."

"Mug" doesn't talk about it either.

Elections, Press And Radio
("Editor & Publisher")

Several times in the past few weeks we have seen some critic of the press, either professional or amateur, state with authority that the late Franklin D. Roosevelt was elected four times in spite of the opposition of 90% of the press.

In the first place, although a majority of the daily newspapers may have supported another candidate in each of the four Roosevelt elections, none of the Editor & Publisher surveys of newspaper support bears out that 90% figure. It is fictitious.

In the second place, no one who uses this argument takes into consideration the fact that all Mr. Roosevelt's speeches and pronouncements were given full coverage in newspapers, many printed them in full, and he probably received 100% more news space for his own opinions than was given to opposite views in the editorial columns.

We have heard this anti-newspaper argument carried to such a ridiculous degree as this: 90% of the newspapers opposed Roosevelt. He opposed them. He tried to prevent them from having the right to own radio stations. He took his campaign to the people via radio. Therefore he was elected by the influence and support of radio.

That's about as silly a reasoning as saying that newspapers don't have any influence because Roosevelt was elected four times.

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Long Hair Contributors Support N.Y. FM Station  
( "Variety" )

Unusual experiment of listeners themselves sponsoring an airer has proved successful, according to Ira A. Hirschmann, prexy of the New York FM-er, WABF.

Test began early this Fall when the indie decided not to offer the annual New Friends of Music concert series, generally heard on the outlet, for sponsorship. Reason was to avoid the usual radio plugs which might clash with the mood of the musicales. Instead, public was asked to "sponsor" the program by subscribing as much money as they wished. Policy has already brought in coin from 2,000 listeners, accounting for 90% of the commercial income which normally would have been taken in. Hirschmann expects the entire sum will be collected within the week.

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Believes Picture Industry Losing Bet Not Using TV Advertising  
( W. R. Wilkerson in "Hollywood Reporter" )

We can't help but believe that our picture industry is losing its most potent advertising bet through its brushoff of television.

That vast captive audience presents one of the greatest medium for selling more tickets to our pictures, presenting as it does, the greatest advertising potentiality, be it industry-wise or on an individual basis. However, TV time is now at such a premium it's hard for the theatre man here (Hollywood) or there to buy time, or for an individual distributor or producer to grab a minute or two at an effective time of the day. The advertising must be bought on a national basis, and this brings up the question: Why don't our major companies combine in a big buy of TV time, using it as an over-all industry sales effort?

TV is now rated by our largest advertising buyers as the most effective means of selling product. Relatively unknown patent medicines, dish rags, novelties; automobiles, new and second hand, all types of home utilities and foods are winning many buyers. Why not sell our pictures and our picture business with such a potent medium?

TRADE NOTES

The date initially set at October 31, 1950 for submitting the final report of the Communications Policy Board created by Executive Order of President Truman, to make a broad survey and establish policy in the communications field, has been extended by the Board to February 17, 1951.

New officers of the Music Publishers' Association of the United States were installed at a meeting of members last week in New York City, with Arthur A. Hauser of G. Ricordi & Company succeeding Nelson M. Jansky of C. C. Birchard & Co., Boston, as President for the 1950-21 season. Mr. Jansky becomes Vice-President.

Donald H. Gray of the H. W. Gray Co., Inc., succeeds himself as Secretary, and Willard Sniffin of Harold Flammer, Inc., is again Treasurer. Miss Amy W. Klingmann has been reappointed Administrative Secretary.

Richard J. Mahler, formerly buyer in charge of Radio-television development for Sears, Roebuck and Company, has been appointed Industrial Consultant to the Columbia Broadcasting System.

Since the recent decision by the Federal Communications Commission, adopting CBS color television as standard for the industry, CBS has received hundreds of requests from manufacturers and service organizations seeking information on color receivers, adapters, converters and two-point black-and-white television sets. As Industrial Consultant, Mr. Mahler will handle all such requests, acting as liaison between CBS and all manufacturing and service organizations.

Don G. Mitchell, President of the Sylvania Electric Products Corporation and a member of the Executive Committee of the National Association of Manufacturers, will debate the question "Do We Need an Excess Profits Tax?" with Prof. Seymour Harris, of the Harvard Graduate School of Economics, on CBS' "People's Platform" with Dwight Cooke as Chairman, Sunday, Nov. 26 (CBS, 12:00-12:30 P.M., EST). Professor Harris is an author of works on economics and a former Director of the Office of Price Administration.

The Crosley Broadcasting Company of Cincinnati, has announced a \$2,500 grant to Xavier University for a study of the effect of television on children's home work.

James D. Shouse, Chairman of the Board of Crosley, who made the announcement, said:

"A medium purported to have such an adverse impact on children as has been ascribed to television suggests that TV may also be an inherent constructive force. It is the purpose of this grant to determine, through study, rather than hysterical accusations, how television affects a student's work."

Walter J. Clarke, Assistant Professor of Education in Xavier's graduate division, will conduct the survey.

Brig. Gen. Telford Taylor, former chief of counsel for War Crimes of the Office of the Military Government in Occupied Germany, and former Chief Counsel of the Federal Communications Commission, received last week in New York the Netherlands decoration of the Order of Orange-Nassau, with the rank of Commander.

William Cnoop Koopmans, Netherlands Consul General, made the presentation, saying that "General Taylor had rendered great service to the Netherlands by his prosecution of the cases against German war industrialists and against those responsible for the wholesale deportation of Jews.

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What is said to be the world's most modern system of language teaching - by electronics - was formally introduced yesterday, Tuesday, Nov. 21, into the curriculum at Georgetown University in Washington, D. C.

Bearing the appearance of a UN assembly, the "Electronic Language Laboratory" was christened in Poulton Hall to enable some 1200 foreign-language students in the College of Arts and Sciences and the School of Foreign Service to learn languages better and faster.

The laboratory is equipped with 120 individual semi-sound-proof booths each booth containing the IBM language selector switch used in the simultaneous interpretation system at the U.N.

Instead of studying the language silently from a textbook, the student clamps on earphones, listens to language drills and repeats them back aloud. Through the selector switch the student selects any one of six language tapes that are being played at any given time.

The system is based on the idea that the primary basis of learning a language is repetition and memorizing and that a language can be learned more quickly if spoken aloud and alive, rather than simply read from a book.

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Because of the tremendous and steadily increasing demand for admission to CBS' public demonstrations of color television, the Columbia Broadcasting System last Monday (Nov. 20) added a daily one-hour, open house showing of its color demonstrations, corner 37th Street (former Tiffany Building), New York City.

The added demonstrations will take place at 4:30-5:30 P.M., and will feature continuous programming of CBS color. No tickets of admission will be needed for this open house. As the public walks through at 401 Fifth Avenue during this added showing, each group will see a condensed version of the regular, 15-minute demonstrations which CBS inaugurated a week ago last Tuesday, Nov. 14.

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Robert B. Dome, electrical consultant of the General Electric Company, will receive its 1951 Morris Liebmann memorial prize, awarded annually by the Institute of Radio Engineers for outstanding work in radio broadcasting and electrical communications. Presentation will be made at the Institute's annual convention dinner in New York City on March 21.

Other awards to be made at the same time are: the Browder J. Thompson prize to Alan B. MacNee, Assistant Professor of Electrical Engineering at the University of Michigan; the Harry Diamond memorial award to Marcel J. E. Golay of the Signal Corps Engineering Laboratories, Fort Monmouth, N.J.; and the editor's award, established to promote the use of good English in technical writing, to Willis W. Harman, Associate Professor at the University of Florida.



# HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heinel, Editor

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No. 1949

"THIRTY"

With this issue, after 26 years of publication, Heinl Radio News Service discontinues, following the death of its founder and editor, Robert D. Heinl, on November 26th. Mr. Heinl's obituary appears elsewhere in this issue.

The pioneer service of its kind in the United States, HNS was founded in Washington in 1924, initially as a news service for newspapers interested in exploiting the novelty of radio. Its original subscribers included The New York Times, Cleveland Press, St. Louis Globe-Democrat, and The Chicago Tribune.

In 1926, as radio began to grow out of the novelty stage, Mr. Heinl, who was in close touch with the Radio Commission -- predecessor of the Federal Communications Commission -- realized the need of the burgeoning industry for trade information and for coverage of Washington's actions and trends in a field dominated from its outset by the Government. As a result, the Heinl Radio Business Letter came into being as a trade newsletter.

During this period, the Service's offices were located in the Insurance Building, overlooking MacPherson Square, and the staff consisted of five persons, including James D. Secrest, now General Manager and Secretary of the Radio-Television Manufacturers' Association, then a young reporter from Asheville, N. C.

As was the case with radio and with newspapers, the Heinl Service was hit hard in the depression. As a result, the Business Letter and News Letter underwent enforced reduction in scale and staff, and the Service's MacPherson Square offices were closed. Mr. Heinl continued his work at home, at first in an improvised office but later remodeled for the purpose.

The shift and consolidation commenced a new phase in HNS. From this time on, the Service became primarily a trade, rather than a newspaper letter, and continued in its present format. During this period, Mr. Heinl was assisted by Miss Donna K. Lawrence; part-time by Mr. Secrest; and briefly by his son, R. D. Heinl, Jr., who was reluctantly side-tracked from a newspaper career by entrance into the U. S. Marine Corps in 1937.

When, in 1946, Mr. Heinl's health began to fail, associates urged that he retire and that the Service be discontinued, but Mr. Heinl would never accede to this, feeling his responsibility and position in radio. In his decision to carry on, Mr. Heinl received and warmly appreciated the loyalty of long-time subscribers to the Service, many of whom had been with HNS since the 'Twenties.

Throughout its life-span, Heinl Radio News Service was a personal affair for its editor. It reflected his vigorous personality, his predilections, and his humor. It also reflected his devotion -- especially in later years and in weakened health -- to his work. With his passing, HNS, as well, comes to an end.

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## ROBERT D. HEINL

Robert D. Heinl, editor and founder of the Heinl Radio-Television News Service, died suddenly of a coronary occlusion while eating dinner with his wife, on Sunday evening, November 26th.

Mr. Heinl, pioneer radio correspondent and a Washington veteran of more than 40 years, who still regarded himself as a loyal Hoosier, had been in failing health since 1946. His final collapse came, however, without immediate warning, and at a time when he seemed to be making good local progress from a recent setback. On the evening of his death, he had insisted on going out for dinner -- something he had not allowed himself to do for some time -- and had enjoyed an excellent meal at the Allies Inn, a long-standing favorite of his and Mrs. Heinl's. At the moment prior to the attack, he was chatting with Lewis Wood, an old friend and staffman of The New York Times' Washington bureau. Death was instantaneous despite immediate efforts by Dr. Dwight Dickinson, retired Naval Medical Corps hero of World War I, who happened to be dining a few tables away. He was pronounced dead by Dr. Frank MacMurray, family physician, who reached the scene a few minutes later.

Funeral services were conducted November 29th at Washington Cathedral, by Canon Albert H. Lucas, Archdeacon of Maryland, and family friend. Interment took place privately at Oak Hill Cemetery, overlooking Rock Creek Park, within a few blocks of Mr. Heinl's home.

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Robert D. Heinl was born in 1880 in Terre Haute, Indiana, son of the late John G. Heinl and Marie Debs Heinl, and brother of Fred G. Heinl, now President of the Terre Haute Morris Plan Bank. He was a nephew and intimate -- despite strong Republican affiliations -- of Eugene V. Debs, perennial Socialist Party presidential candidate and American humanitarian.

Mr. Heinl became a newspaperman after a determined attempt -- at the instance of his father -- to become a civil engineer. He pursued this course at Rose Polytechnic Institute, and was, in his own words, "the only engineering student who ever surveyed the Wabash River and found it to be higher than the 'Poly' tower". When it became apparent that engineering was not his vocation, he was called in to his Dean's office and questioned as to other possible lines of interest or endeavor. His only reply was, "Well, sir, I like to read the newspapers." The interview terminated immediately. Within a month, Mr. Heinl was at work, for nine dollars a week, as a reporter on The Terre Haute Star, where he teamed with another cub, Claude G. Bowers, destined to become an eminent historian and, ultimately, U. S. Ambassador both to Spain and to Chile.

Launching out to New York, then and still a mecca of young newsmen, Mr. Heinl got a job as a police reporter with the New York City News Association in 1905. The following year, after getting

his New York footing, he became a police reporter, covering the lower East Side for The New York Morning Sun, a billet he held for the next four years.

In 1910, now a seasoned newspaperman, Mr. Heinl was sent to Washington as correspondent for Leslie's Illustrated Weekly, famous since Civil War days as an ancestor of modern weekly news magazines. Mr. Heinl's principal "beat" was the White House, where he became friendly with President Taft, whom he accompanied on many presidential trips. During this period, he travelled extensively in Mexico, Latin America, and Alaska, and was decorated by the Venezuelan Government with the Order of Bolivar.

While in Washington for Leslie's, he met and married a talented pianist, Helen Margaret Corbin, by whom in 1916 he had one son, now Lt. Col. R. D. Heinl, Jr., U. S. Marine Corps.

During the first World War, Mr. Heinl was in charge of public relations of the Emergency Fleet Corporation under Charles M. Schwab, Director General. Mr. Heinl's was the first government department to avail itself of wartime posters made by Charles Dana Gibson and other famous artists associated with him. At the suggestion of Mr. Heinl, John Philip Sousa wrote a special march embodying riveting machines, sirens, and other shipyard sounds. This proved very effective in building up the morale of the shipbuilders. The name of the march was "The Shipyard Volunteers". It was played for the first time in the New York Hippodrome by the 500-piece Great Lakes Naval Band, and later by the Marine Band in Washington. Although an inspiring march, it has since been heard less than any of the great "March King's" compositions because, as Mr. Sousa remarked to Mr. Heinl "it takes a whole machine shop to play it".

After the World War, Mr. Heinl was with the National Geographic Magazine. In 1924, he organized the Heinl Radio News Service, dealing with legislative and other matters in Washington having to do with radio and communications. He is generally stated to have been the first Washington newspaper correspondent to specialize in radio, and was on close terms with such communication pioneers as Judge Sykes, Louis Caldwell, David Sarnoff, Orrin Dunlap, Eugene McDonald, and Dr. O. H. Caldwell.

In collaboration with Commander E. F. McDonald, Jr., of Chicago, Mr. Heinl got up the first combined printed program of the United States shortwave stations for publication in foreign newspapers. Up to that time, England, Germany and other countries were offering newspapers abroad their programs, but our stations were sending only a few programs to other countries. Compiled for the Radio Manufacturers' Association, the combined U. S. shortwave program was distributed to newspapers and our diplomatic representatives all over the world by the State and Commerce Departments. In the second World War the sending of these American programs to countries abroad was taken over by Nelson Rockefeller's National Defense Committee. Mr. Heinl was also first to compile incoming foreign shortwave programs for distribution to newspapers in the United States. For eight years, he was the Radio Editor of The Washington Post.

In 1946, Mr. Heinl became aware that he was suffering from a serious heart condition which severely limited his activities. He was urged by family and friends to discontinue his professional work, but determined to carry on the News Service, a task which, despite his poor health and advancing years, he faithfully maintained until this week. It characterized his personal thoroughness that, among his papers, were found copies of an obituary story written by himself, portions of which are included in this article, which has been written by his son, a Marine officer who originally intended to follow in his father's profession.

Mr. Heinl was a lifelong member of the National Press Club, as well as of the Overseas Writers, the White House Correspondents' Association, and, for many years, of the U. S. Capitol Press Galleries. He lived since 1922 at 2400 California Street, in a now fashionable Washington neighborhood which he had seen develop from virtually unbroken woods of oak.

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The material which follows is what Mr. Heinl had tentatively prepared for the issue of Wednesday, November 29th.

CHARGE ADMR. HOOPER SHELVED FOR BUCKING FDR RED RADIO ORDER

A charge recently revealed in connection with a rebuff in World War II to Rear Admiral Stanford C. Hooper, USN, Chief of Naval Operations, by President Franklin D. Roosevelt which eventually resulted in the retirement of Admiral Hooper, is a topic of much interest in official communications circles in Washington.

The charge was in connection with President Roosevelt allegedly personally blocking wartime efforts to remove suspected Communist radio operators from United States merchant vessels. The story was revealed by Rear Admiral Adolphus Staton, U.S.N., head of a Navy Board set up in World War II to remove subversive radio operators. Admiral Staton not only charged that Admiral Hooper had been summarily dealt with but that he, Staton, had suffered similarly by being placed on the inactive list.

Admiral Staton said one of the subversives removed had boasted that "Stalin had a Communist call on every United States ship and could immediately learn the location of all United States ships by simply sending out a radio signal."

Admiral Staton, according to The Washington Post, told a news conference called at the request of Hamilton A. Long, a New York attorney and author of a forthcoming book, that the five-man board had no difficulty eliminating Japanese, German and Italian radio operators. But it ran into trouble, he said, when it began removing suspected Communists "most of the members of the (CIO) American Communications Association."

At a meeting called by the late Navy Secretary Frank Knox on May 19, 1942, Staton said, Knox read a "three or four-line memorandum bearing President Roosevelt's initials." He continued:

"It stated in effect that, in the opinion of the President, membership or suspected membership in the Communist Party was not sufficient to deprive a radio operator of his job."

He said Knox described the memorandum as "an order and must be obeyed without mental reservations."

Staton said he and Rear Admiral S. C. Hooper, Navy electronic expert now retired, protested the order but told Knox they would carry it out if they were instructed to do so in writing. These written instructions were never issued, Staton said, but the Board's activities became "stalled in dead center" and he presided over no more meetings.

After a year, he continued, he was placed on the inactive list "in a manner indicating great emergency". Admiral Hooper, he added, was retired for disability after being assigned to an inspection job away from Washington.

Later, he said, he was called before the staff of a House committee investigating the Federal Communications Commission and testified privately. Before he could testify in open hearing, he declared, he was told by Adlai Stevenson, then assistant to Knox and now Governor of Illinois, that the White House had prohibited such testimony and he went no further.

Asked why he had waited until now to reveal these events, Staton said, "I have told this to all my friends who would listen." Long's request for information in the matter, he explained, was "the first time anyone has approached me to make it public in a systematic manner."

Admiral Hooper was one of the Navy's outstanding radio authorities, independent, outspoken, and was a man who could be counted upon to do anything for the good of his service and the country. In fact, it was at the suggestion of Hooper and his then superior, the late Rear Admiral W. H. G. Bullard, Chief of Naval Communications and afterwards first Chairman of the Radio Commission, that the Radio Corporation of America was formed.

Prior to and during the first World War, the United States depended largely upon foreign-owned cables and wireless stations for communication with many important parts of the globe. Great Britain was the communications center of the world. The war revealed to Americans that radio offered a new and competitive system; an opportunity to win pre-eminence for the United States in radio communication.

Subsequently it was Admiral Bullard and Captain Hooper, as his rank was in that day, who advanced the idea that the RCA be organized. Arrangements were made to acquire the assets of the Marconi Wireless Telegraph Company of America. A charter was granted RCA under the corporation laws of the State of Delaware on October 17, 1919. The business and property of the American Marconi Company were acquired by RCA on November 20, 1919. On December 1, 1919, RCA began business as an all-American organization. Its charter provides that no person shall be eligible for election as a Director or officer of the Corporation who is not at the time of such election a citizen of the United States. The charter also specifies that the Corporation may, by contract or otherwise, permit such participation in the administration of its affairs by the Government of the United States as the Board of Directors deems advisable. A clause in the charter provides that at least 80% of the RCA stock outstanding shall be held by citizens of the United States.

Hooper afterwards advanced through the grades to Rear Admiral in 1938. He served as Director of Naval Communications, Director of the Technical Division of Naval Operations and Chairman of the Naval Research Committee. He was decorated with the Navy Cross, Mexican Campaign medal, French Legion of Honor, awarded gold medal of Institute of Radio Engineers, 1934 and Marconi Medal of Merit 1939. Admiral Hooper was also U. S. delegate to International Radio at The Hague, Bucharest, Lisbon, Cairo and in Chile. He likewise was Chief Engineer of the Federal Radio Commission in 1927-28 and was editor of Robinson's Manual of Radio Telegraphy & Telephony.

## PROOF OFFERED THAT NEWSPAPER SALES CLIMB IN TV AREAS

Again evidence is submitted regarding the effect of television on newspaper circulation.

For the second year in a row, Editor & Publisher answers with data which shows that more newspapers, both daily and Sunday, are being sold in TV areas than were sold in the previous year.

In the most complete survey of its kind, E & P has compiled circulation figures (the Publisher's Statement to the Post Office giving the daily average sale in the year ending Sept. 30) from 438 morning and evening papers and 97 Sunday papers published in areas where there is television reception.

Some newspapers in the original list of 500 which were asked to submit data fell outside the TV areas. Virtually all of the newspapers in the television transmitter cities are in the final tabulation; a small number of papers, mostly in the 10,000-and-under circulation class failed to respond.

The papers in the tally account for an aggregate sale of 35,000,000 copies daily, out of the national total of 52,000,000; and 20,000,000 copies on Sunday, out of a grant total of 46,000,000. Some of the average figures given for dailies include Sunday sales.

What the tabulation shows:

60 morning dailies had 7,168,429 aggregate sales in 1949 and 7,450,843 in 1950.

20 morning dailies dropped from 7,314,223 to 7,232,110. The net GAIN was 201,301.

271 evening dailies increased from 13,770,621 aggregate sales in 1949 to 14,212,781 in 1950.

49 evening dailies dropped from 3,256,652 to 3,194,074. The net GAIN was 379,582.

14 morning-evening averages aggregated 2,285,951 in 1949 and 2,333,449 in 1950.

4 morning-evening averages declined from 1,412,403 to 1,268,173.

The net LOSS was 86,732.

For all dailies, the grant net INCREASE in sales was 494,151.

87 Sunday papers sold 11,894,922 copies in 1949 and 12,815,614 in 1950.

10 Sunday papers declined from 8,423,112 to 8,037,317. The net GAIN was 534,897.

Last year's survey, covering only cities where TV stations were located, showed circulation gains in 33 of 42 markets, in which there was an estimated 1,858,000 video receivers.

There were 8,000,000 receivers in the total TV area covered by this year's survey.

For the most part, losses in aggregate sales resulted from consolidations, suspensions, and revisions in some edition schedules.

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CARRIER BOY ANTENNA SURVEY REASSURES PAPER RE TV INVASION

J. L. Stackhouse, publisher of the Easton, Pa. Express, recently made a carrier boy survey to ascertain if possible the amount of "saturation" of television sets there was in the circulation area covered by his papers which immediately adjoins the New York and Philadelphia television territory.

First the carriers counted television antennae. They returned reports on 333 routes out of a total of 550 routes. These were turned over to the Department of Marketing at Lafayette College where students under Prof. Hogeland Barcalow subjected them to systematic checking and analysis.

A student survey on 23 routes showed the carrier boys had understated the number of antennae on 20 routes, so the over-all figures were adjusted, in relation to Census data, and the college report came up with an estimate of 11,625 sets among 46,500 families.

This resulted in a correction of the "saturation" story to a little better than 25%, but that wasn't the end of the job as far as the Express was concerned. The new TV data was applied against another recent survey made by Professor Barcalow's class. This found that the Express is read in 95% of the homes in the area, and in 53% of the homes it is the only newspaper regularly read.

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ICKES AND LABOR UNIONS BACKED SEN. TOBEY

Harold Ickes and four labor unions furnished funds to help United States Senator Charles W. Tobey, Republican, of New Hampshire, win a third term, it was revealed last week at Concord, N.H.

Campaign financial statements filed with the Secretary of State listed Mr. Ickes as contributing \$250 and the unions \$4,550. Mr. Ickes was Secretary of the Interior under President Franklin D. Roosevelt.

Railway Labor's Political League, an independent organization, and the International Garment Workers, A.F.L., reported spending \$1,500 each; the Political Action Committee, C.I.O., \$500, and the Nashua Unit of the Textile Workers Union of America, CIO, \$1,050.

Mr. Tobey, a self-styled independent Republican, got the Republican nomination only after a bitter fight but won easily in the Nov. 7 election from the Democratic National Committeeman, Emmet J. Kelley.

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The Army announced Saturday (Nov. 24) that it will accept civilian members in its military amateur radio system which was set up in 1948.

Previously the program was open only to amateur radio operators with some military affiliation, including civilian components. Civilians must be at least 21, hold valid licenses, and agree to operate their stations according to program regulations.

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N. Y. BAR SEEKS TO PROTECT DEFENDANTS FROM PRESS, RADIO

The New York County Lawyers' Association said on Sunday it was taking steps toward protecting defendants from suffering caused by publication of testimony later thrown out of court.

The Association's Bar Bulletin said an agreement would be sought between the bar and newspaper owners and radio broadcasters "to assure fair trials for defendants."

The Bulletin said certain forms of testimony in publicized cases may be excluded by the court, but nevertheless "unfairly damage a defendant's case, if published or broadcast, by influencing the deliberations of the jury."

It quoted Supreme Court Justice Jackson as asking whether a fair trial could be obtained "when a trial judge rules a confession out of the courtroom as obtained by coercion, if the jurors hear repeatedly on the radio that the defendant has confessed and perhaps read the excluded statement in their newspapers?"

The Bulletin said the Bar Association Committee on Public Relations has been assigned to study proposals for an agreement among organized lawyers, the press and radio on the problem.

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JOHN KENNEDY TAKES ON KFMB-TV IN SAN DIEGO

John A. Kennedy, publisher of the San Diego Daily Journal until it suspended publication last May, has announced purchase of San Diego's first and only television station, KFMB-TV, and its radio affiliate, KFMB.

The sale, subject to approval, was made by Jack Gross, sole owner of the two stations, to the Charleston, W. Va. Broadcasting Co., of which Mr. Kennedy, a personal friend of President Truman, is Board Chairman and Mrs. Kennedy is President and controlling stockholder.

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MORE THAN 50,000 EMPLOYED IN RADIO, TV IN N. Y. CITY

In a table to show the estimated increase between 1948 and 1970 in the number of persons working in radio, advertising and television in New York City, the figures given for radio, etc. for 1948 were 50,000, and for 1970, 75,000. The table was prepared by Harrison, Ballard & Allen, zoning consultants.

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SCISSORS AND PASTE

Submits FCC Has By-Passed Congress In Color TV
(George E. Sokolsky, King Features Syndicate)

The broader implications of the controversy over TV-color have been missed during the excitement of the election campaign and the Korean War. But it is a very important matter because the Federal Communications Commission has assumed the right to establish a method of production, to arrest research, to limit the nature of scientific improvements and to force the public to accept what the Commission determines is good enough.

What is pertinent is that a Government agency has exceeded its authority under the law, has by-passed Congress, and has asserted powers which it cannot possess under our system of Government. The fact that one of its engineers is involved to the extent of having developed the particular process which the FCC seeks to force on the American people, is merely a complicating factor. The principle at issue is that the FCC has no rights in the matter at all.

Columbia has a gadget which is not in line with broad electronic developments, but which is a mechanical device attachable to existing sets, if a black-and-white telecast is still desired.

Involved is a set with a bracket, which the FCC desired that manufacturers install in future sets. The FCC has no legal authority over manufacturers; it was established to police the air waves and to grant licenses to stations to use air waves.

No such "bracket" as they proposed had ever been built commercially and no one knew, on September 1, when the FCC made its announcement, whether it could be built. Each owner of a TV set would have to pay a premium to the manufacturer of the new equipment if the scheme went through.

The FCC gave the manufacturers of television sets 30 days to agree to its plan and approximately 30 days more to revolutionize their assembly lines. None of this is within FCC's authority.

Then the FCC, on its own, without any law, on October 10 announced that the "non-compatible" system had been adopted. Then the FCC does something which is beyond belief; it requested the RCA to hand over to CBS its own researches and studies for the three-color receiving tube which it has been developing at great expense.

The whole thing has been thrown into court, but the FCC can utilize its licensing power and influence to force stations to obey its dicta.

The bureaucrats like to expand their power. They are empire-builders. They spread out their tentacles wherever they encounter no opposition. This is what is happening in TV-color.

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Gen. Harrison And The Newspapers  
(Drew Pearson)

How not to get along in Washington was recently illustrated by William Harrison, former head of International Telephone and Telegraph, and now head of the National Production Authority. Summoning his division chiefs, he categorically instructed them that at no time were any of them ever to talk to the press.

Actually, Harrison's division chiefs are highly important and responsible individuals, quite capable of using their judgment in press relations. Most of them believe that newspaper support is far more important to their job of increasing war production than Harrison is to the newspapers.

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The Price Is Right!  
(Dan Jenkins in "Hollywood Reporter")

Tell a TV producer that he can now erect a complete set for approximately five cents and he will probably buy you a drink out of sheer pity. Fact is, however, he can do precisely that with a device found in France by Sol Lesser. It's called Vistascope, invented by one Albert P. Dufour and snapped up by Lesser on a royalty basis. You have to see it to believe it, but the idea is to superimpose live action on photographs of actual scenes. The photo is placed in the Vistascope device, with the TV camera shooting through it to pick up live actors on a bare stage. Violating every known law of optics, the resultant shot shows both photograph and actors in perfect proportion and completely in focus. We saw a French demonstration film of the device last week, with one sequence purportedly taking place in the Paris Opera House. First the exterior is shown, then the interior with the manager and stage director entering and talking together. The director goes into a box seat, moves from one box to another - yet all this action actually was photographed on an empty stage. The settings were cut-outs of postal cards, and postal cards retail at five cents. Lesser plans a public demonstration of the device in another week or two. Any TV producer who doesn't make tracks to see it should have his head examined.

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::: TRADE NOTES :::  
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A new "Service Parts Directory for RCA Victor TV Receivers", which speeds and facilitates selection of the proper replacement parts for RCA Victor television receivers manufactured from 1946 through June, 1950, has been announced by the RCA Tube Department.

Designed for the television service dealer or technician, the 80-page directory contains schematic diagrams and parts lists for 56 RCA Victor receiver models.

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Rudolph J. Teichner, 51, Treasurer of the National Broadcasting Co., died of a heart attack last week following a golf match at Palisades, N.Y. He was a resident of Weehawken, N.J.

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A second coaxial cable circuit from Indianapolis to Louisville, which made full-time network service available to the two television stations operating in the latter city, has been placed in service by the Long Lines of the American Telephone and Telegraph Company.

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Some 30,000 balloons with postcards attached telling of the aims for ultimate economic co-operation in Europe were released in Bremen, Germany, by Americans during a fair exhibit. The balloons were one of the popular features of the exhibit, especially among the Bremen children who released the greater majority of them. Finders of these good will messages were invited to post the attached cards back to the releaser.

With the commentator's claim that the return of the postcards offered a possibility of observing wind direction and drift for military purposes, the Soviet-controlled radio attempted to distort a friendly cooperative gesture on the part of European peoples to make it appear as if Western Germans were becoming unwitting tools of "American specialists on bacteriological warfare."

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The RCA Service Company has created a special service "package" that will offer purchasers of RCA Television Antenaplex Systems a complete service coverage, ranging from a preliminary survey and layout of the proposed installation to follow-up maintenance. Administered by a specially trained corps of commercial engineers, the new service has been established to meet the growing demand by hospitals, hotels, and apartment houses for the multi-outlet television antenna installation.

Heart of the "package" is the corps of Antenaplex technicians, located in key RCA television service branch offices, who are qualified to administer the survey-to-operation service and also train additional specialists as they are needed.

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