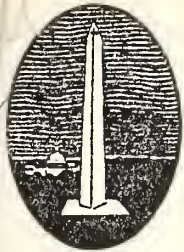


GBM - all sets



HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heintz, *Editor*

Founded in 1924

NATIONAL BROADCASTING CO. Inc.
LEGAL DEPARTMENT
RECEIVED

NOV 10 1948

INDEX TO ISSUE OF NOVEMBER 10, 1948

Radio Polls May Be Next; Also Lukewarm FCC Truman Help.....	1
Mrs. Durr, Wife Ex-FCC Member, Trails In Va. Senatorial Race.....	4
Broadcasters, Man'fers. On The Beam For Radio Week, Nov. 14.....	5
RCA Communications 25 Year Club Celebrates In N.Y., San Fran.....	6
The Congressman Who Investigated The FCC.....	6
British Films Near Deal On Television.....	7
Mrs. Roosevelt Makes Page 1 In New Broadcast Series.....	7
Petrillo, Record Makers Reach Accord On Removing Ban.....	8
Conferees Study Relation Of Crime To Films, Radio.....	8
Recalls Early Days Of Starzel, New AP Head; Also Gallup.....	9
Wichita Girl First "Voice Of Democracy" Winner.....	9
"TV Future Responsibility Rests With People", Stanton, CBS.....	10
Assert Same Thing That Happened To Truman Happened To FMA.....	11
Metal Tubes Used In Du Mont Video.....	12
Scissors And Paste.....	13
Trade Notes.....	15

No. 1850

J M K P E

November 10, 1948

RADIO POLLS MAY BE NEXT; ALSO LUKEWARM FCC TRUMAN HELP

That pollsters, radio commentators and columnists who made such a mess of the Truman-Dewey election forecasts will receive a fine spanking when the new Congress convenes is a foregone conclusion. More than that, it has already become known that several members will offer bills in an effort to hamstring future election predictions.

Representative Sid Simpson, of Illinois, a Republican, has already announced he was going to ask the next session to deny use of the mails to election polls. Representative Adam Clayton Powell, Jr. of New York, a Democrat, said he would ask that pollsters be licensed and supervised by a Federal agency.

Furthermore, despite the declaration of C. E. Hooper, one of radio's top research experts, that his broadcast program surveys were not comparable to those of Gallup and others who missed the boat a mile on election returns, it is believed audience analysis might come in for closer scrutiny by Government officials. A Hooper report, Mr. Hooper explained, was based on what a listener heard and was not a forecast of what he might do. It was pointed out that sponsors of offerings which had fared badly at the hands of program surveys would not overlook this opportunity to try to bring about an official investigation if possible. There seemed to be a feeling that the matter of program surveys might fall under the Federal Trade Commission rather than the Federal Communications Commission and that Congress might be chary of the matter because it smacked of censorship.

Another live post-election topic in the Capital was how the two Democratic members of the Federal Communications Commission appointed by President Truman may fare as a result of the lukewarm support they are said to have given him in the desperate fight he made to save his political life. If Chairman Wayne Coy, erstwhile FDR New Dealer, or Miss Frieda Hennock, of New York, generally known to be a purely political appointee, went out of their way to help Mr. Truman, nobody this writer talked with around the Commission seemed to be aware of it.

It was reported that Mr. Coy had his resignation all ready to present to Mr. Dewey, but it was likewise reported that the Washington Post, whose radio station he had managed for a short time might be counted upon to come to his rescue. The only hook in that reasoning was that the Post had also doped the thing out wrong - so wrong in fact that it sent a telegram to the President which read, in part, as follows:

"You are hereby invited to attend a 'Crow Banquet' to which this newspaper proposes to invite newspaper editorial writers, political reporters and editors, including our own, along with pollsters, radio commentators and columnists for the purpose of providing a repast appropriate to the appetite created by the late elections.

"The main course will consist of breast of tough old crow en glace. (You will eat turkey.)"

To which Mr. Truman replied:

"I received on the train your very handsome invitation to me to attend a 'Crow Banquet'. I know that we could all have a good time together, but I feel I must decline. As I said en route to Washington, I have no desire to crow over anybody or to see anybody eating crow, figuratively or otherwise. We should all get together now and make a country in which everybody can eat turkey whenever he pleases.

"Incidentally, I want to say that despite what your commentators and polls said, your news coverage of my campaign was fair and comprehensive.

"Again, many thanks and regards,
Sincerely yours, H. S. T."

Another ray of humor filtered through when Eugene F. McDonald, Jr., of Chicago, President of the Zenith Radio Corporation, wearied of election polls, sent the following telegram to Col. Robert McCormick, publisher of the Chicago Tribune:

"The principal sunshine in the election returns is that they mean end of the roping gallopers or the galloping ropers."

Incidentally, one of the happiest men in Chicago was said to have been Colonel McCormick who was quoted as exclaiming at the time Dewey was named in Philadelphia, "Why nominate a man you can't elect?"

Our old friend Sol Taishoff of Broadcasting, observed that the election "made a boob of every public opinion pollster." Sol added:

". . . "hat about advertising's polls of consumer purchases and brand preferences? What about consumer panels? What about radio's own polls of program ratings? Does the abysmal flop of the political pollsters damn the radio researchers to the limbo of forgotten failures?

"These questions, being asked on all sides, stem in part from confusion about techniques. The political pollsters, asking people how they intended to vote, were engaging in 'predictive research.' Radio audiences are measured usually while people are in the act of listening.

"Certainly, all techniques of audience measurement, and particularly the predictive research, will receive a thorough examination and perhaps a considerable revision in the months ahead. . . .

"Thus, inadvertently, fuel is added to what has been a smouldering program-rating fire. We suspect it will be at white heat by National Association of Broadcasters' convention time next April."

In the light of the abuse heaped upon the pollsters, the newspapers 65% of which representing 78% of the country's circulation backed Dewey thus far has escaped with a minimum amount of attention. Of this Editor & Publisher has to say:

"Again, as in '36, '40, and '44, the Democratic presidential candidate won the election in the face of majority newspaper support for his Republican rival. Once again, the skeptics, critics and even the 'man in the street' are mumbling 'the newspapers don't reflect the interests of their readers', and 'you can't believe what you read in the newspapers.'"

"Does this election of Truman with a two-million plurality, contrary to the predictions of the political poll takers, against the Dewey backing from 65% of the nation's dailies, mean any of these things?

"If we had what might be called a 'national press' in this country the charges could be made to stick. But we don't have a 'national press' any more than we have a 'national election.' Newspapers wield their editorial influence locally, are sold as a local medium to national advertisers, just as voting power is registered locally. Our President is not elected by a national vote but by the sum total of his vote in each state. Similarly, our press has no uniform national influence but exerts whatever influence it has locally in an even greater geographical breakdown through the 1700 individual daily newspapers in more than 1400 different cities and towns."

Editor & Publisher even goes so far as to say that the pollsters may not suffer as a result of their election bust:

"The pollsters have lost a bit of their prestige among market and advertising researchers as a result of their bad guesses on the presidential election. There is no evidence, however, that demands for their services will drop to any important degree."

"That seems to be the consensus of a number of ad agency research heads polled by E & P (a spot-sampling, not a cross-section)."

"I think it was a good thing for the polling business', said one interviewee. 'Many researchers have been buying these services by their trade-marks, rather than by what they are. Undoubtedly, they will continue to use them, but they'll weigh them much more carefully and high-priced opinion research may have some tough going.'"

In a letter to the Washington Post, Margaret H. McDowell, of McLean, Va., wrote:

"The sorry plight of the Nation's poll-takers provides the complete answer to the advertisers, researchers, and all others who have so emphatically maintained that the American housewife likes soap operas. For the past several years, evidence of widespread dissatisfaction with these programs has been supposedly refuted by 'scientific' polls and poll-taking devices. The poll-takers have

asked us to believe that the American housewife has an infantile mind, interested only in romantic identifications with radio heroines.
* * * *

"The now discredited practice of poll taking should permit the planners and sponsors of daytime radio entertainment to recognize the obvious fact that American women are intelligent, mature and critical in their judgment."

Another phase of the embarrassment of the press and radio people was reported by Marshall Andrews in the Washington Post:

"Nearly 40 newspaper reporters and radio commentators were aboard President Truman's train during the last week of campaigning from Chicago through New England to New York. When the train left New York for what was thought was going to be the wake at Kansas City, it was two cars lighter and reporters and commentators had dwindled to 22.

"One or two more left Kansas City election day. Those who remained went through the kind of night reporters live for, and crowded the next day into the President's suite to add their presence and their voices to the hysterical bedlam in the small living room. They forgot their pessimistic forecasts in the overwhelming miracle that had occurred and even paid their bets with a light-heartedness uncommon in such matters.

"New faces began to appear in the pressroom on the fourth floor of the Muchlebach Hotel and later on the train. Candidate Truman suddenly was top news again.

"And likewise, President Truman again was the Great White Father of the Democratic Party, high on the box of the bandwagon with the reins in his hands."

There are now 42 press and radio men with President Truman at Key West.

X X X X X X X X X X

MRS. DURR, WIFE EX-FCC MEMBER, TRAILS IN VA. SENATORIAL RACE

Mrs. Virginia Foster Durr, wife of former Federal Communications Commissioner Durr, and sister-in-law of Supreme Court Justice Black, Wallace senatorial candidate in Virginia, polled only 4,276 votes as compared with Senator Robertson (D), who defeated Robert H. Woods, 237,912 to 111,199 in returns from 1,638 precincts.

Mrs. Durr in one of her last speeches before the election, charged that "foreign corporations" are able to keep control of that State's industry because they "keep Negro and white workers divided against one another."

X X X X X X X X X X

BROADCASTERS, MANFERS. ON THE BEAM FOR RADIO WEEK, NOV. 14

Radio manufacturers, broadcasters, including the networks, and radio stars will pay tribute to the radio industry on its 28th birthday in special programs during National Radio Week, beginning next Sunday, November 14. Many stations will carry spot announcements promoting the "Radio-in-Every-Room" campaign, and hundreds of broadcasters are expected to carry the "Voice of Democracy" transcribed talks by notable personages and transcribed spots by radio stars.

Approximately 500 full-page newspaper advertisements for cooperative dealer sponsorship during National Radio Week had been distributed by the RMA Advertising Committee by this week-end, according to W. B. McGill, Director of the National Radio Week Committee representing RMA and the National Association of Broadcasters.

These advertisements, which are also being made available to dealers as posters, are built around the RMA "Radio-in-Every-Room . . . Radio-for-Everyone" sales campaign theme. Mats and posters are being furnished to interested newspapers free of charge.

The National Radio Week advertisement and posters will emphasize that today's radios are superior in every respect to pre-war models, and attention will be called to the technical advantages of FM and the new phonograph pick-up equipment available in new receivers.

Radio dealers in 2,000 or more cities and towns throughout the United States are being invited by chapters of the U. S. Junior Chamber of Commerce to participate in local "Voice of Democracy" contests in which 100,000 or more high school pupils are expected to enroll. Boston will have a Town Meeting for Radio Technicians during the first half of Radio Week, Nov. 15-17, under sponsorship of RMA.

Cooperation of the four national networks was assured with the release of tentative plans of the American Broadcasting Co., Columbia Broadcasting System, Mutual Broadcasting System, and National Broadcasting Company.

Telegrams offering other program assistance in the week's celebration have been received by NAB President Justin Miller from such network veterans as Fred Waring, H. V. Kaltenborn, Fibber McGee and Molly, Arthur Godfrey, Phillips H. Lord, Inc., and Ed Byron, producer of "Mr. District Attorney".

X X X X X X X X X

Exclusive American television rights to 52 major British films, featuring such stars as James Mason, Gracie Fields and Michael Redgrave, have been acquired by the Columbia Broadcasting System.

X X X X X X X X X X X

RCA COMMUNICATIONS 25-YEAR CLUB CELEBRATES IN N.Y., SAN FRAN.

The fifth annual dinner of the 25 Year Club of RCA Communications was held at the Downtown Athletic Club in New York on October 28th. The 25 Year Club now has 127 members, including the 30 employees who are celebrating their silver anniversaries this year. The Club was established at the suggestion of the late W. A. Winterbottom, formerly Vice President and General Manager of RCA Communications, who had completed more than 30 years' service at the time of his sudden death a few years ago. At the same time members of the West Coast staff of the Company celebrated the occasion with a dinner at the Domino Club in San Francisco.

As is the custom, each new member was presented with a watch and among those so honored was F. P. Guthrie, Assistant Vice President in charge of the Washington office, and E. C. Rundquist, now a member of the staff at the Rocky Point station of the Company but originally an operator at Station WRC in Washington.

Maj. Gen. Harry C. Ingles, who presented the watches to each new member of the Club, was practically the only person present who was not a veteran employee. The toastmaster was George E. McEwen, veteran Commercial Representative in New York, and in addition to General Ingles' remarks, brief addresses were made by Mr. E. J. Nally, now 89 years of age but still a member of the Board of Directors, and by General David Sarnoff, Chairman of the Board of RCA Communications.

At the head table were also Mr. C. H. Taylor, now retired, but formerly Chief Engineer of RCA Communications, and Mrs. Arthur H. Tuttle. Mr. Taylor's service with the Canadian Marconi Company began in 1899. Mrs. Tuttle, whose husband, the Treasurer of the parent company, is also a member of the Club in his own right, is the former Marjorie MacInnis, and was secretary to Mr. Winterbottom during his entire service as an executive of the Company. Her sister, the wife of Maj. E. H. Armstrong of Superheterodyne and FM fame, was secretary to David Sarnoff prior to her marriage.

"Those of us who think of radio as a comparatively new development are reminded by these meetings that many years of steady and consistent work were necessary to lay the foundations of the art", Mr. Guthrie said. "It is also a tribute to the stability of employment, and small personnel turnover, when a Company which has not a very large staff, comparatively speaking, has as many as 127 employees who have completed a quarter of a century of service."

X X X X X X X X X

THE CONGRESSMAN WHO INVESTIGATED THE FCC

Drew Pearson in the Washington Post paid this post-election tribute to Representative Harness (R), of Indiana:

"When newsmen exposed Miller's operations for the power lobby, Harness started an investigation of Government propaganda; thunderously accused the Government of lobbying for health, housing and reclamation. He pushed passage of rider refusing appropriation for Reclamation Commissioner Mike Strauss for alleged propaganda, but meanwhile let the real estate and medical lobbies tell him what to do. Now Harness is defeated.

X X X X X X X X

BRITISH FILMS NEAR DEAL ON TELEVISION

Appointment of Norman Collins, a controller of the state-owned British Broadcasting Corporation's television service, to the new Board of Governors of the British Film Institute, announced in London this week, was taken in film and broadcasting circles there as confirming reports of plans for a close link between the film industry and the BBC's television services.

According to authoritative reports, the New York Times states the new Film Institute, which has obtained a generous grant from the Government, will form soon a "telecine committee", on which representatives of the film industry, the General Post Office and the BBC will sit. The Committee will pass upon proposals for televising of public events, such as boxing matches, horse races, football games and stage presentations for which the BBC itself could not afford to purchase television rights.

The proposal, which has reached the final stages of consideration, is that theatres wired for television put up funds to purchase television rights and make special charges for seats in their theatres for the public to view televised events on motion-picture screens.

For instance, in case of a big fight at Wembley Stadium, the promoter might be willing to have the contest televised but demand £25,000 (about \$100,000) for television rights. Under Government regulations, BBC cannot pay more than £200 for television rights. The new plan would permit theatres to put up the difference and give them the right to advertise and hold special shows charging special prices.

So far, the J. Arthur Rank organization and the Monsiegnor News Reel Theatre chain are the only two companies pressing for the new facilities, but it is expected that other chains and independents would come into the deal once it was formally launched.

X X X X X X X X X X

MRS. ROOSEVELT MAKES PAGE 1 IN NEW BROADCAST SERIES

Mrs. Roosevelt proved to be her own best press agent when she socked the Dixiecrats in the first of a series of new broadcasts from the U.N. in Paris, last Monday. Mrs. Roosevelt also in an apparent effort to get herself back on the Truman bandwagon said she would like to see the permanent ousting of the Southerners from the Democratic Party.

Mrs. Roosevelt made her statement in the first of a series of American Broadcasting Co. programs entitled, "Eleanor and Anna Roosevelt". The program each Monday at 10:45 A.M. features Mrs. Roosevelt and her daughter, Anna Roosevelt Boettiger, in a "combination of forum and commentary."

X X X X X X X X

PETRILLO, RECORD MAKERS REACH ACCORD ON REMOVING BAN

A new labor contract ending the 10-month union ban on making musical recordings has been reached between the American Federation of Musicians, AFL, and the recording industry, it was announced on Tuesday, November 9.

The making of new records was expected to start within hours after the contract is given approval by the Attorney General's office. It will be submitted in Washington today.

A.F.M. President James F. Petrillo ordered the 125,000 union members to cease making records Jan. 1 when contracts expired and the Taft-Hartley law made illegal the old contract provision for a royalty on each record to be paid into the union welfare fund. About 7,000 recording musicians actually were affected.

The union and the companies previously had come to terms on a trust agreement providing for payment of royalties from records into a form of union welfare fund. The fund will be administered by an impartial trustee to employ jobless musicians for free public concerts.

In addition to revising the method of financing the welfare fund, the new contract increases the wage scale for musicians, making recordings. Under the old contract, musicians received \$41.25 for a basic three-hour recording session and \$13.75 for each half hour of overtime.

Frank White, President of Columbia Records, Inc., spokesman for a committee representing the industry, announced that both sides had "come to an understanding on the form of a trust agreement and the labor contract which have been under discussion during recent weeks."

X X X X X X X X X X

CONFEREES STUDY RELATION OF CRIME TO FILMS, RADIO

How to keep comic strips, movies and radio thrill-dramas from making criminals of American youth was the subject in Washington Monday and Tuesday of a conference sponsored by the American Bar Association.

George Maurice Morris, attorney and spokesman for the conference, said no conclusions were reached: that representatives of all groups concerned gave frank expressions of their views.

Attending the two-day conference at the Mayflower, he said, were representatives of publishers, motion picture producers, advertising agencies and the bar association.

X X X X X X X X X X

RECALLS EARLY DAYS OF STARZEL, NEW AP HEAD; ALSO GALLUP

The appointment of Frank J. Starzel as General Manager of the Associated Press caused Larry Wolters, Chicago Tribune radio and television editor, to recall Starzel's campus journalism days at the University of Iowa. Also Larry knew another celebrity, one whose name became a household word following the election.

Back in 1928, Wolters succeeded George Gallup as editor of the Daily Iowan. Wolters, in turn, appointed Frank Starzel, who had come to the Iowa campus the year previous from Notre Dame, as Managing Editor of the student newspaper.

"Starzel had left Notre Dame, where he had played football and was injured so he could no longer play, and had come to the University of Iowa to complete his college work in the State where his father owned a semi-weekly", Mr. Wolters was quoted as saying in the Editor and Publisher.

"Frank worked hard as managing editor his junior year and was slated to become editor-in-chief his senior year. But, through some unusual professorial action, the society editor of the Daily Iowan was appointed by the publication's board. The appointment at the time, not only stunned Frank, but the entire Iowan staff."

Mr. Wolters related how Starzel left college and became Managing Editor of the Iowa City Press Citizen, demonstrating to his college professors that they had overlooked a promising young newspaperman, who continued his climb upward in the newspaper business, joining AP in 1929 and becoming AP General Manager at the age of 44.

X X X X X X X X X X X

WICHITA GIRL FIRST "VOICE OF DEMOCRACY" WINNER

Miss Joan Olden, a 15-year old pupil in the Cathedral High School of Wichita, Kans., is the first local winner in the nationwide "Voice of Democracy" contest to qualify for state eliminations, it was announced today.

The contest, open to all pupils of the 10th, 11th, and 12th grades, is sponsored jointly in connection with National Radio Week by the U. S. Junior Chamber of Commerce, the Radio Manufacturers' Association, and the National Association of Broadcasters. It has the endorsement of the U. S. Office of Education. Contestants write and deliver five-minute broadcast scripts on the subject "I Speak for Democracy".

More than 100,000 high school pupils are expected to enroll in the National Radio Week contest which will be formally launched the week of November 14-20.

X X X X X X X X X X

"TV FUTURE RESPONSIBILITY RESTS WITH PEOPLE", STANTON, CBS

The first responsibility for what television will become rests with the American people, Frank Stanton, President of the Columbia Broadcasting System, Monday night (Nov. 8) told the nationwide Columbia network radio audience.

Mr. Stanton spoke on the opening broadcast of the new CBS conversational-interview series, "You and..." Opening week's programs are devoted to the subject "You and Television", with Lyman Bryson, CBS Counselor on Public Affairs, doing the interviewing (CBS, Monday-Friday, 6:15-6:30 P.M. EST).

"Television", said Mr. Stanton, "like radio should be a medium for the majority of Americans, not for any small or special groups. Therefore its programming should be largely patterned for what these majority audiences like and want.

"I say 'largely' rather than 'entirely' because we do not want, nor intend to ignore minority interests in television programming any more than we do in radio. Ideally, there should be something on the air for everyone, whether this is television or radio air. And since the whole purpose of television programming is to attract and please the audience, you can be assured that we will get something on the air for everyone, as much as it is humanly possible."

Another reason television must please its audience, thus giving the American people themselves control of television programming, Mr. Stanton pointed out, is that television "must pay its own way."

"Television does not operate in America, anymore than radio, under any system of government subsidy or government funds", he said. "This is a different system than is common in other countries, where radio - and presumably television - will be operated and controlled by the government. What this means, in these other countries, is government control of programming. The people there can only hear what the government thinks they should hear. That's very different from the American system of putting on the air what the people want to hear."

That does not mean, however, that the government has no function to perform in American radio and television, Mr. Stanton said, adding:

"There is a very vital function the government performs that has made an extremely important contribution to the development of radio, and will do so again in the development of television.

"The Federal Communications Commission has the responsibility for deciding just where television stations will be located, how many of them there will be, and when they can be built. This involves many complex engineering and economic factors to insure maximum service in any area, and for the nation as a whole, and we broadcasters are giving all the possible help we can to the Commission in its engineering planning.

"The Commission also has the responsibility to regulate the technical operation of television and radio stations generally, and to insure their general operation in the public interest. But in accordance with our deepest American tradition of freedom of the press, of speech and of radio, the Commission, we feel, does not have the power to control what particular types of programs television or radio may offer to the audience. Only the people, in the final analysis, can vote yes or no on that."

Development of television networks, Mr. Stanton said, will play a major part in the future of television, as it has in radio. In fact, he pointed out, networks seem even more essential to television than they proved to be to radio, for "programming costs to the individual station are so very much higher in television than in radio, that only by sharing these costs over many stations can the quality and scope of television programs be consistently expanded."

X X X X X X X X X X

ASSERT SAME THING THAT HAPPENED TO TRUMAN HAPPENED TO FMA

"Charged with the current of progressive thinking that is electrifying postwar America, FM broadcasting has grown 100-fold from a \$10,000,000 business in 1946 to a billion-dollar industry", the FM Association stated today (Wednesday, November 10).

"A survey, revealing FM's astounding growth, was begun by the FM Association late last Summer under the regime of Everett L. Dillard, who retired as Association president in late September.

"The same thing happened to President Truman that has happened to FM", said an FMA statement. "In the past two years FM has become strongly entrenched in the hearts of the people. This is evidenced in the growing demands for FM sets as new stations begin operations almost daily."

"Many top personalities in radio failed to see FM's future", commented Mr. Dillard after checking results of the survey. "They overlooked the facts. The political pollsters in the recent Presidential campaign likewise became aware that the facts did not support the theories."

The former FMA president has kept in close touch with FM developments since the advanced art of broadcasting was introduced to the public in November, 1935, by its inventor, Dr. Edwin Howard Armstrong. Mr. Dillard heads the first post-war commercial FM network - Continental Network, and operates two independent FM stations, the pioneer KOZY, in Kansas City, Mo., and WASH, in Washington, D.C.

When the third quarter of 1948 closed September 30, RMA member manufacturers had produced a total of 2,409,522 FM units. It is conservatively estimated that an additional 175,000 FM sets were incorporated in postwar television receivers produced by RMA members but not reported as FM units by the RMA.

Another 300,000 FM units were estimated to have been turned out by non-members of the RMA, the FMA statement continues, bringing the total as of September 30, 1948, to approximately 2,880,000, an increase of 2,794%. FM stations on the air have increased 942% since 1946.

In line with the vast expansion of FM as an industry, the FM Association also has grown. Since offices were opened in Washington, Feb. 1, 1947, the FMA membership has jumped 266%, the Association reported.

"Straight FM sets at less than \$30 are now on the market", said the FMA. "Table model FM-AM receivers selling at less than \$60 also are available. Soon we will have FM sets for automobiles and FM in battery portables. Why? Because the American people are demanding them. These are facts uncovered by the FMA in its Progress Study.

"The sooner the radio industry as a whole begins dealing in facts concerning FM, rather than theory and opinion, the sooner the 'experts' will realize that they're wrong if they feel the people of the United States don't want FM. They certainly do."

X X X X X X X X X

METAL TUBES USED IN DU MONT VIDEO

Allen B. Du Mont Laboratories, Inc. last week introduced four new television receivers with fifteen-inch metal cathode ray direct viewing tubes at a dealer showing in the Pierre Hotel, New York City. The company is the first major producer to place television sets with metal tubes on the market.

Ernest A. Marx, General Sales Manager of the Receiver Division, declared that quantity production of metal tubes is the first concrete step taken to reduce prices of television shortage bottleneck. He said they can be manufactured more cheaply than all-glass tubes and will force glass blank producers to lower their prices. Savings effected in tube production costs will be reflected in lower end-product prices, according to Mr. Marx.

Tube construction is in the form of a chrome steel cone which seals the actual viewing face made of glass. No performance difference is evident between all-glass and metal tubes, according to Irving G. Rosenberg, General Manager of the Tube Division. He emphasized that DuMont, which acts as quantity tube supplier for other manufacturers, will use the metal tubes to fill its own needs for some time before shipping to competitors.

Mr. Rosenberg also stressed that the metal tubes were developed to aid in breaking the tube bottleneck only and added that production will still center on all-glass tubes. He pointed out, however, that metal tubes will be used in some twelve and twenty-inch models.

X X X X X X X X

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

After the Victory Bawl!

(Mary Van Rensselaer Thayer, in "The Washington Post")

Starting around 10:30 Tuesday evening, red faces became de rigueur in our fancier fashionable, as well as intellectual, circles. At that hour what promised to be a frenzied Republican victory party at the Statler was beginning to dissolve into exceedingly thin and chilly air. Instead of bright lights and whoopee, like Mickey Mouses scurrying from a burning building, sober Republicans exited from the side door in a steady stream. Turning up collars, tightening furs against damp, not as much as a dimple was shown, there wasn't a smile in a carload.

Upstairs suite after suite was semifilled with stunned Deweyites. The largest room, equipped like a theater, offered television and a ceiling-high blackboard for chalking up returns. As the audience began to melt a brace of pretty girls stepped to the microphone, launched a round of songs. The audience responded lukewarmly, voices quavering unhappily off key.

In the corridors radio men set up shop, sitting on sofas, murmuring confidentially into their mikes. When one signed off, the chief broadcaster linked his office: "No, no, no, NO! We've given you everything we've got. We don't know any more than you!" he snarled sourly.

Intruders were barred from a door marked "Press". "We're not serving drinks", snapped the distraught guardian.

In smaller rooms where important Dewey workers beehived, radios droned unheeded, talk rippled low "Illinois, California, New York, Pennsylvania, Ohio" ran the mumbled refrain. Small groups huddled, searching some out, balancing electoral, popular votes like overloaded jugglers. Gloom was a physical fact, you could practically lay hold of it, touch it with a finger.

- - - - -

"What, Me Climb Up There?" ("Variety")

The question of making annual inspections of high radio and television sending towers in St. Louis has become a perplexing one for Building Commissioner A. H. Baum, who sees a solution by the introduction of an ordinance requiring radio stations to hire and pay competent engineers to make the inspections.

In addition, the ordinance will require the radio stations to pay a \$2 annual fee for the filing of the engineers' reports.

Baum said, "I wouldn't send one of my men out to do it. And I wouldn't climb one of those towers myself. Yet, they can't be inspected from the sidewalk."

- - - - -

O'Dwyer And Radio
("Editor & Publisher")

New York's Mayor William O'Dwyer told members of the Federal Communications Commission last week that it may become necessary for the city to have its own radio station "to tell our own side of the story in our own way." (New York City already has its own station, WNYC, and the Mayor was originally pleading on behalf of its petition for authority to broadcast election night returns. FCC denied the appeal this week.)

Mayor O'Dwyer's statement about the necessity of telling "our own story" was prefaced by an insinuation that newspapers and radio stations do not now tell the city administration's own story adequately or fairly.

He implies, therefore, that if the administration doesn't get a "better break" in news and editorials WNYC may be forced to become a strictly propaganda station for the city. Such a development would not only be contrary to rulings of the Federal Communications Commission but against the public interest.

Firstly, the Commission has not yet ruled that radio stations may broadcast their own "editorial policy." The activity proposed by O'Dwyer would certainly give WNYC such a policy.

Secondly, when governments (local, or otherwise) start using communications facilities for their own ends they become strictly propaganda organs and perform only one function - to perpetuate the administration in office.

We hope the FCC will guard against this, or any succeeding administration, turning the city-owned radio station into a 100% propaganda organ for the selfish aims of incumbent politicians.

- - - - -

British Have New Television Camera
(Wm. Holt in BBC Magazine "London Calling")

The latest product of the factories I have visited is an entirely new television camera that is many times more sensitive than the ordinary kind in use today. Outdoor broadcasts will now be possible until dark. In the case of sporting events, poor light will stop play before it stops television. The firm also claims that viewers will be able to enjoy television in a room where there is just enough light for other people to read, or write, or knit.

- - - - -

"Candid Microphone" Dropped Lacking Sponsor
("Variety")

Chalk up another K.O. for the Sad Saga of Sameness. "Candid Microphone", despite the kudos it piled up as one of the freshest radio ideas to come along, has been shown the exit door, for want of a sponsor.

One of the most talked-about shows of recent years, Allen Funt's stanza was optioned many times and ABC program veepee "Bud" Barry steadfastly believed it would eventually land a bankroller. When the budget axe fell recently, however, and "Mike" still was sponsorless, Barry reluctantly loped it off. The filmed version, though will stay on ABC-TV.

X X X X X X X X X

TRADE NOTES

Lon A. Cearley has been elected Vice President and Controller of RCA Communications, Inc., 66 Broad Street, New York City, it was announced Monday by H. C. Ingles, President. Mr. Cearley, a native of Arkansas, joined RCA Communications in February, 1945. He previously served as Chief Accountant of the Arkansas Department of Public Utilities and as Accountant-in-Charge of the St. Louis and New York offices of the Federal Communications Commission.

Philco Corporation and 43 of its distributors in "television cities" have provided thorough training courses in television installation, maintenance and repair to more than 5,000 servicemen.

The "transistor", an electronic device expected to replace the radio tube, will be demonstrated at a meeting of the Washington chapter of the Armed Forces Communication Association at 6:30 P.M., November 18 in the officers' club at Fort Leslie J. McNair. The device will be demonstrated by Dr. J. W. McRae, Director of Electronic and Television Research for the Bell Telephone Company. Dr. McRae also will discuss current research in connection with microwave transmission, electron tubes and fundamental physics, Frederick G. Macarow, chapter president, said.

John F. Hardesty, Sales Promotion and Publicity Director for Station WOL, Washington, is resigning from that position as of December 1 in order to assume the post of Director of Special Events, Publicity and Sales Promotion for Television Station WOIC, Washington.

A mechano-electronic triode transducer, first commercial electronic device capable of translating mechanical vibration into audible or visual signals, has been announced by the Tube Department of the Radio Corporation of America.

The new measuring instrument is an electron tube, smaller in diameter than a cigarette, only half as long, and weighing 1/16 of an ounce. The diameter is only 0.328 inch. The tube is capable of measuring vibrations as delicate as those caused by a fly walking on a steel beam or those of a remote earthquake.

A revised map of the standard time zones of the United States and adjacent parts of Canada and Mexico has been issued as Miscellaneous Publication M190 of the National Bureau of Standards. The time zone boundaries, based on the most recent rulings of the Interstate Commerce Commission, are shown as of January 1, 1948. This map is available only from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C., at 15 cents a copy.

X X X X X X X X X X X X