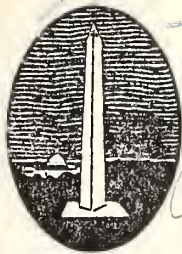


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No. 1851

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November 17, 1948

DR. ARMSTRONG O.K.'S "PHONEVISION" AS "THOROUGHLY WORKABLE"

In an endorsement of the system of television by telephone, known as "Phonevision", devised by the Zenith Radio Corporation, Dr. Edwin H. Armstrong, outstanding radio engineer, stated last week that it was entirely feasible. In fact, Dr. Armstrong, himself the inventor of the superheterodyne radio circuit and the method of eliminating static in radio by means of frequency modulation (FM), recalled that some years ago he had tried out the "phonevision" idea but had to give up the experiments because of the demands upon his time in developing FM.

With regard to "phonevision", Dr. Armstrong, who is Professor of Electricity at Columbia University, wrote to Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, as follows:

"As I promised you in Chicago, I am writing to tell you my opinion of your phonevision system, after having thought over carefully the demonstration that I saw. I am satisfied from the experiment that I saw at Mr. Brown's house in Glencoe that the system is a thoroughly workable and practicable one and that the method of accomplishing the results is novel.

"Almost fifteen years ago I had the idea of transmitting a part of the television picture over the telephone lines and eliminating that part from the picture transmitted by the radio circuit, with the same purpose you have in mind -- furnishing the solution of the 'box office' problem. However, the methods that I used would not work out on the existing telephone lines and as I had the FM system to develop I did not continue work on it. The scheme that you are using today did not occur to me.

"Your boys have exercised an extraordinary amount of ingenuity not merely in overcoming existing troubles but in arriving at a solution for difficulties that may arise in connection with the commercial installation of the system on a large scale, and I am quite satisfied that you now have the technical solution of the box office problem. After having overcome the technical difficulties, all you have left to overcome are those forces set in motion by men, the workings of which are known to both of us from our experience in getting the FM system into operation.

"You understand, of course, that the last thing I want to do is to assume the role of an expert in the field of commercial exploitation, and while I would not want to say that television stations may not support themselves in other ways, it looks to me as though the greatest attraction of all -- movies in the home -- will have to be paid for directly, and phonevision seems to me to be the only way to do it."

Although accompanied by little publicity, it has been known for sometime that high officials of the Federal Communications Commission and top executives of the broadcasting industry have personally

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witnessed demonstrations of "phonevision" in Chicago. Among these have been Wayne Coy, Chairman of the Federal Communications Commission, FCC Commissioner George E. Sterling, formerly Chief Engineer of the Commission, Niles Trammell, President of the National Broadcasting Company; Dr. Frank Stanton, President of the Columbia Broadcasting System; Edgar Kobak, President of the Mutual Broadcasting System, Commander T.A.M. Craven, former FCC Commissioner and Chief Engineer, now Vice-President of the Cowles Broadcasting Company, and W.R.G. Baker, Vice-President in charge of television of the General Electric Company and whose television station WRGB at Schenectady bears his initials.

Likewise it is no secret that motion picture industry people are also following the development of "phonevision" and among those who have witnessed demonstrations in Chicago recently have been Eric A. Johnston, President of the Motion Picture Association of America, Charles Moscourtz, Vice-President of Metro-Goldwyn-Mayer, and others.

Most of those who have sought a close-up of "phonevision" have done so from the program content or box office standpoint but Dr. Armstrong is the first one to appraise it from a technical angle.

Contending that advertisers haven't sufficient money to pay for the type of continuous television programs that will be necessary, Commander McDonald has been telling his visitors:

"I have not been a visionary or an economic ostrich. For twenty years I have been saying that television would be a great industry one day, but it would be economically sound only when a box office for television is found. That box office has been found.

"In the very near future, you will be able to pick up your telephone receiver and say to the telephone company, 'I want to see 'Gone With the Wind' tonight in my home.' For a fee, which I believe will be about one dollar, which will be added to your bill by the telephone company, you may see this picture in your home. The movie producer can receive about 50 per cent of this dollar. The other 50 per cent can be divided between the television broadcaster and the telephone company.

"'Phonevision' makes television give a dual service. The television set of the future (and the first of these should be on the market in the Fall) will provide two types of television programs -- one that the television set owner receives free and the other, Phonevision, which will permit the same television set to receive, over the telephone wire for a fee, the pay-as-you-see movies. The additional cost to make a television set receive Phonevision is negligible (under five dollars)."

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SKOURAS SEES U.S. TV-FILM MERGER

A majority of bigger theatres will be equipped for large screen television by 1952, is the prediction of Spyros Skouras, President of 20th Century-Fox. And by 1955, he is convinced, video and movies will be woven into one great entertainment industry.

Text of Skouras' statement follows, as prepared expressly for The Hollywood Reporter's booklet, "Television - And What The Motion Picture Industry is Thinking and Doing About It", soon to be issued:

"Large screen theatre television is moving ahead rapidly and by 1952 a majority of important theatres in the country will be equipped for television projection. The motion picture industry will then receive its greatest impetus since the advent of sound. It will be possible to form a large circuit of theatres numbering as many as 3000 or more and situated throughout the country.

"Because of their number they will be able to put on a type of entertainment that no single theatre could possibly afford. Obviously such programs could not be commercially telecast for free home consumption because of the cost. Feature films, of course, will always be the basic attraction in theatres; around them the television program will be built. For example, a theatre chain will be able to present symphony orchestras, concert artists, and popular entertainers, all on the same program. They will also be able to present adaptations of musical comedy hits, successful plays and famous operas.

"Because of the wide variety of people to whom such programs will appeal, theatre patronage will increase tremendously. Last June, 20th Century-Fox, using equipment developed in collaboration with RCA and Warner Bros., successfully projected the Louis-Walcott fight on the screen of the Fox Theatre in Philadelphia. This was the first time a major news or sports event originating at a distant point - in this case New York - was projected directly on a theatre screen in another city. The response of the audience was enthusiastic.

"Television will revolutionize the entire entertainment industry. The film business will benefit, after an adjustment period, because a large part of its overhead and distribution costs will be substantially reduced. And, since feature films will always be basic fare on theatre programs, more good pictures will be required than ever before. It is my opinion that within seven years, television and motion pictures will be woven into one big entertainment industry. Home and theatre television will complement each other.

"The 40 to 50 million people who cannot go to theatres, either because they live in remote areas or because the order of their lives makes it impossible for them to do so, will take advantage of home television. The other millions will find their principal entertainment source in the movies. There is no question that in television the motion picture industry faces an immediate challenge, but it has at the same time the greatest opportunity of its history to open up new and unprecedented entertainment frontiers."

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BRITISH MOVIES AND BBC SEAL TELEVISION PACT

The British film industry and the British Broadcasting Corporation reached reciprocal agreement in London last week on an exchange of motion picture and television programs. Under the deal, the motion picture industry will supply films to the BBC for television showing, and in return, according to the New York Herald-Tribune, will get the rights to put BBC television features on the screens of Britain's movie houses. Details are yet to be worked out but at least six big London movie houses already are being wired for screening television; probably BBC current events features to start with.

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NEW YORK AD EXECUTIVE JOINS DON LEE NETWORK

Appointment of Ward D. Ingram of the New York office of John Blair and Co., national advertising representatives, as Director of Advertising for the Mutual Don Lee Broadcasting System, was announced in Hollywood this week by Lewis Allen Weiss, network President and Mutual Board Chairman.

In his newly created post, Mr. Ingram will have charge of all selling, advertising and promotion for the network of 55 stations and also will be in charge of all Western Mutual Network sales.

Mr. Ingram, a native Californian, was made Sales Manager of Don Lee station KFRC in San Francisco by the late Tom Breneman when the latter was station manager there in 1936, and subsequently became Assistant Manager to William D. Pabst, who succeeded Breneman as Manager.

Mr. Ingram was graduated from the University of California in 1931 with a Bachelor of Science degree. He then joined radio station KJBS in San Francisco where he remained four years, most of the period in the Sales Department.

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U.S. CHAMBER FEATURES BROADCASTS; STUDIO COMPARABLE TO NETS

The United States Chamber of Commerce is currently producing a coast-to-coast radio series over the network of the American Broadcasting Company under the title "Let Freedom Ring". It is broadcast at 10:30 P.M. EST, every Tuesday night from the Hall of Flags in the National Chamber Building in Washington.

There are several unusual features involved. For these broadcasts the National Chamber has built sound effects comparable to those employed by the networks in Hollywood and New York. A portable control booth has been installed. Damping screens had to be installed to minimize the echo in the large auditorium.

The broadcast of Tuesday, November 23rd, will tell about the founding and growth of Sears, Roebuck and Company. The last broadcast of the month - November 30 - will be a story of oil coming to the Cajun country of Louisiana - pioneering work of Standard Oil.

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SERVICING HOME SETS BECOMING BIG BUSINESS, SAYS BALCOM, RMA

In a Radio Week pep talk, Max F. Balcom, Vice-President of the Sylvania Electric Products, Inc., and President of the Radio Manufacturers' Association, gave to a "town meeting" of the Boston Radio Technicians last Monday night, he said in part:

"The servicing of home receivers, particularly the new TV sets, is rapidly becoming a big business, and it will require well trained technicians who are familiar with the instrument they are servicing and the most modern techniques for detecting and correcting any trouble that may develop.

"All of us in the radio industry are having to, in effect, go back to school to keep abreast of the rapid developments in television. While closely akin to radio, television is different in so many respects that everyone - from the design engineer to the dealer-salesman - has had to start from scratch to produce and market this new and exciting product. Television requires new production techniques and know-how. It requires new marketing and selling methods. And TV sets require new servicing knowledge and practices. * * * *

"No competent radio technician today need have any fear that television or any other new broadcasting service will put him out of business. On the contrary, his chances for increasing his profits and making his economic position more secure were never so good as they are today. But he will have to do what every other professional man has to do - learn everything he can about new equipment and techniques as they appear in his field.

"There are many reasons why television and, to a lesser degree, FM broadcasting have made all of our jobs more difficult and more painstaking. However, there is one obvious reason why neither an incompetent set manufacturer nor an untrained serviceman can hope to stay in the television business very long. That is because, in broadcasting at least, the ear is much easier to fool than the eye.

"No doubt all of you have met the radio listener who is so used to listening to the distorted tone of his old radio that he thinks there's something wrong when he hears the clear tones of a modern set. Many listeners are tone deaf or have tin ears and consequently fail to appreciate the high quality reception and amplification found in today's better radios. The ability of an FM receiver to reproduce music with much higher tonal ranges than can an AM set, for instance, means little to such listeners.

"However, almost anyone, whether or not he wears glasses, can immediately detect a faulty television picture. He doesn't need a musical education to note that reception is distorted or unclear. And he's even more at loss than he was with his radio as to what he can do about it. So he just picks up the phone and calls a serviceman or the dealer from whom he bought it.

"Similarly, this televiewer may not have the slightest idea what you're doing when you repair his TV set, but you'll hear from him mighty quick if the results aren't satisfactory.

"The radio technician today is one of the most important factors in the industry in this rapidly expanding television field. Unless a television set owner can get proper servicing, he may soon lose his initial enthusiasm for this new medium for home entertainment or even turn sour against it. A shortage of qualified television servicemen may prove a deterrent to television set buying and thus actually reduce receiver production and sales.

"Moreover, the radio technician who calls at a home to install or service a TV or radio set is the liaison man between the set manufacturer and the buyer. He is in a position to do an excellent public relations job for the industry because of his personal contact with the set owner - a contact the manufacturer seldom, if ever, makes."

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MULLEN ASSURES FCC RICHARDS STATIONS CHARGES UNFOUNDED

Frank E. Mullen, President of the three radio stations controlled by G. A. Richards, KMPC, Los Angeles, WGAR, Cleveland, O., and WJR, Detroit, has expressed fullest confidence that "news-slanting" and other charges made against Mr. Richards will be disproved.

Mr. Mullen, formerly Vice-President and General Manager of the National Broadcasting Company, made this statement in connection with an announcement by the FCC that it would hold public hearings on the manner in which news broadcasts had been handled by three large radio stations controlled by G. A. Richards of Los Angeles.

The Radio News Club of Los Angeles, composed of radio station employees there, filed a formal complaint with the FCC last February concerning KMPC's news broadcasts.

The complaint alleged that Mr. Richards had instructed his staff that news concerning specified individuals, groups and events "should be slanted, distorted, treated in a fashion specified by Richards in order to promote his private views and interests" in the political, social and economic fields.

The Club alleged that one KMPC employee was dismissed for failure to follow the alleged instructions.

The Commission, on its own motion, broadened the resulting investigation to include news broadcasting by WGAR and WJR, the other Richards stations.

Today's announcement said the Commission investigation had developed evidence "tending to substantiate the information submitted by Radio News Club."

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COY, FCC, AGAIN WARNS RADIO, MOVIES, TV MAY CUT THEIR REVENUE

At "Television Day" of Radio Week staged by the Rotary Club of Chicago yesterday (Nov. 16), Wayne Coy, Chairman of the Federal Communications Commission said that where the advertising support will come from to support television is a matter of conjecture.

"Many people in the industry believe that television will not necessarily get its advertising support by depriving other media of its present advertising support", Chairman Coy said. "They point to the fact that with the advent of radio, it was believed that we had already reached the all-time high advertising expenditure.

"Those expenditures in 1927 were less than five hundred million dollars. In 1947 the advertising volume on radio alone was in excess of the total of all advertising expenditures in 1927. And, the total expenditure for the major media were in excess of two billions of dollars.

"Sound broadcasting has not been particularly successful in tapping any substantial portions of the advertising budgets of department stores and similar retail services. Television, as a demonstration sales medium, may be able to tap this source without serious adverse effects on radio advertising. But it may have serious consequences in terms of newspapers and magazines.

"My own impression is that as television grows, there may be a temporary loss of advertising volume by one medium or another to television, but that in the long run television will serve to create larger advertising expenditures. Perhaps the most significant thing of all in terms of the competition of the various media for the advertising dollar will be the kinds of adjustments which the various media will make.

"The great industry of sound broadcasting, with its 3,000 stations in operation or under construction, is in for serious readjustments. When television comes into a home, the interest swings sharply away from the sound broadcasting set. A recent check indicates that people who own television sets use those sets twice as much as people in non-television homes use their radio sets. As television progresses, persons conducting both television and sound radio stations will, I believe, abandon the latter to concentrate on the former because of the incompatibility of the two services under one management.

"Sound broadcasting in the metropolitan areas will always be necessary to supplement television. In the rural areas it will be expanded.

"Newspapers will need to readjust to new competitive conditions when thousands of their subscribers see and hear the big news events of the day just as they happen.

"The motion picture industry seems to be in for a period of great readjustment. This new electronic medium, television, becomes a competitor to the motion picture exhibitor in more ways than one.

Surveys show that when families acquire television sets their attendance at theaters dwindles seriously. Theaters may meet this challenge by improving their programming, and it is altogether possible that they may use the very art of television to bring to their theaters outstanding public events simultaneously with television. Until there is a saturation of television receivers in this country, there will certainly be a large audience for such events in theaters.

"The phenomenal growth which television has had and the predictions for its future development have been accompanied by all sorts of dire predictions as to the future of other media of information, entertainment and education. I think it is certain enough that television itself has a very bright future and that within a very few years it will grow to be a tremendous industry. I think it is likewise equally certain that the growth of television is destined to have far reaching effects on other means of information, entertainment and education. But it seems to me to be a serious mistake to suppose that television must inevitably grow as an incubus, by sucking out the life blood of other media.

"Contrariwise, I think it would be most unfortunate for the economic well-being of our country if other media should stick their heads in the sands and assume that this new development may not affect them adversely. In the first place, television is going to get its audience from someone. In fact, it may get its audience from a composite of places -- from radio, from the movie houses, from the legitimate theaters, and from sports events, and it may attract listeners who otherwise devote their time to reading the newspapers and the magazines. It's a cinch that no one can listen to the radio and watch television at the same time. It's a sure bet that no one can attend a prize fight and see a televised vaudeville show at the same time. There will be competition between these events and the different media. But the indications are that television is going to be the most dynamic media of all in terms of attracting audience -- that is, if the programming of this new service is of high quality."

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RADIO INVENTORS KEPT BUSY

The Radio Corporation of America last week received patent rights in an electrolytic signal recording system patented (No. 2,453-484) by Charles J. Young of Princeton, N. J.; a sound-to-image transducing system apparatus for ascertaining the structure of an object in water (No. 2,453,502) by Glenn L. Dimmick of Indianapolis, Ind.; and an electrostatic microwave energy measuring apparatus (No. 2,453-533) by Lowell E. Norton of Princeton Junction, N. J.

A field-intensity indicator for high-frequency radio waves (No. 2,453,160) was patented by Abraham Ringer of Eatontown, N.J., and assigned to the United States as represented by the Secretary of War; a searchlight control system (No. 2,453,175) by Donald A. Youngson and Robert E. Matthews of Devon, Conn., assignors to the General Electric Company, and a microwave power measuring apparatus (No. 2,453-283) by John W. Tiley of Philadelphia and David E. Sunstein of Elkins Park, Pa., assignors to the Philco Corporation.

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SEN. BRIDGES QUESTIONS RADIO, MOVIE, SALES SERVICE

The question of whether some top-flight radio and screen performers are paying their full share of income taxes was raised by Senator Styles Bridges, Republican, of New Hampshire.

Writing to George J. Schoeneman, Commissioner of Internal Revenue, Mr. Bridges said, according to the New York Times, he had been advised that some stars had contracted their services on a "sale of a business" basis and that the sale had been negotiated under the capital gains provisions of the tax laws.

"It is my understanding", the Senator said, "that the result is an avoidance of normal income tax payments on personal income derived from personal services rendered."

(The capital gains rate is a flat 25 per cent, while income tax rates graduate to about 75 per cent.)

Without naming any persons, Mr. Bridges stated that he understood further that other "sales of services" were being planned, then added:

"I am told that officials of the Bureau of Internal Revenue have made an official ruling regarding the legality of these transactions, and I should like to be informed regarding that ruling and the basis for it.

"It is apparent that this 'sale of a business' procedure by high salaried persons whose income is derived from what is ordinarily considered to be personal services is resulting in a loss of revenue to the Government, and if continued the total loss would be sizable.

"Therefore, I should appreciate it very much if you would make available to me at your earliest convenience a copy of the Bureau of Internal Revenue ruling which I am told has been made and inform me regarding the basis for that ruling."

Mr. Bridges said that he would present any information he received to Senator Eugene D. Millikin of Colorado, Chairman of the Finance Committee, which handles revisions of tax laws.

At the Bureau of Internal Revenue, it was said that no official general ruling had been made, but that there had been "correspondence" in connection with such sales of service.

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The New York Police Department will acquire 350 new radio cars in the near future, some 175 of which will be used to replace old equipment. He said that 100 new motorcycles and thirty-three new sidecar motorcycles also would be added soon, all radio equipped.

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RADIO STATIONS FILE CONTEMPT CASE ANSWERS

Four of five Baltimore area radio stations cited for contempt for handling of news concerning the Eugene James murder case have now filed answers to the charges, according to an Associated Press report Monday, November 15.

The latest reply, from Station WITH and its News Editor James P. Connolly, charges the controversial Baltimore court rule under which the stations were held in contempt is unconstitutional.

Supreme bench Rule 904 prohibits publication or broadcast of information about an accused man if the information is obtained between the time of his arrest and the time of his trial.

WITH and Connolly contended that James, who was sentenced last week to be hanged for the knife-slaying of 11-year old Marsha Brill, was not in custody of the court at the time the alleged contempt was committed.

They said the information they broadcast after James was arrested was obtained by telephone from a "responsible public official" at 7 P.M., July 8. James, they claimed, was not formally charged until 45 minutes later.

In addition, they contended the alleged offense did not constitute a "clear and present danger . . . to the impartial administration of justice"; that Supreme Bench Rule 904 violates the declaration of rights and is a restrain on publication, that the rule is discriminatory.

In previous replies, WFBR and WCBM called the rule vague and indefinite and a violation of freedom of the press.

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DECLINE IN CUBA'S RADIO IMPORTS

Cuban imports of radio receivers during the first 8 months of 1948 totaled 56,275 units valued at \$1,497,914, compared with 90,303 units valued at \$2,637,932 during the corresponding period of 1947. Of the total imported in the 1948 period, 55,546 sets were from the United States and 729 were from European sources, the U. S. Commerce Department reports.

The decline in imports was caused principally by the receipt of large numbers of 5- and 6-tube models in 1947, according to trade sources. Normal annual requirements for receiving sets are estimated at about 35,000 units, but the trade estimates that a maximum of 50,000 new units can be marketed in extraordinarily good years - the average import rate per year in 1946, 1947, and 1948 (the latter based on data for the first 8 months) was roughly 100,000 sets. A drastic price reduction on present stocks is reportedly contemplated in order to step up sales and gradually permit the importation of newer models.

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"DON'T SELL RADIO SHORT YET" - MARK WOODS, ABC PREXY ADVISES

Despite the fact that the American Broadcasting Company is apparently going places on television developments, Mark Woods, its genial president, advises against singing a swan song just yet for the present system of broadcasting sound. Mr. Woods sees plenty of room for both for sometime to come. He says there will be a place for audie networks and it is his belief that such networks will consist of many FM stations supplemented by strategically located high powered AM transmitters to serve the more sparsely populated areas of the nation.

"As the potential of television is further explored and developed, as transmission facilities are extended, as more TV stations go on the air and sets in use increase, TV, on a network basis, will greatly expand our present system of radio networks," Mr. Woods wrote in Variety recently.

"This belief is predicated on several factors. One of these is that news and music will come more and more to the fore in the sound broadcast field as television develops, and FM is ideally adapted to the presentation of both. While television, with its immediacy to the listener, can do a wonderful job on pre-arranged special events, sound broadcasting can still do a faster job on spot news events.

"Another factor that will operate to insure continuance of sound broadcasting is that many of the favorite musical features heard on radio today would not, in my opinion, be greatly enhanced by being televised. You can enjoy a piano recital, a concert, a chorus or a soloist audibly without seeing the artist - witness the listening of any group of music lovers. FM can do a splendid job in the music field.

"A third factor in the continuance of a system of sound broadcasting is the economic one. There are areas throughout the country where, at least for many years, it will be almost physically impossible or financially unprofitable to offer television service. All of these areas, however, are now served by AM broadcasting and can and will be served by FM outlets, or by the high power AM transmitters I mentioned earlier.

"Nonetheless, the broadcast picture of the future is that on the television screen. And broadcasting techniques and thinking will have to be geared immediately to the potent new medium.

"Certain types of radio programs, I think, will be readily adaptable for television and will be considerably enhanced by the combination of sight and sound. A 'Breakfast Club', for example: a Fred Allen or a Fred Waring program will undoubtedly have greater entertainment value in video than in an AM broadcast. Drama will really come into its own with the addition of sight to sound and so will comedy. You'll see the antics that produce those studio-audience laughs which sometimes puzzle you when you merely hear them."

As to television itself and ABC's plans, Mr. Woods concludes:

"To the advertiser, television offers the greatest conceivable medium for his message. Television's impact will be tremendously greater than that of radio, up to now the most potent of the mass media. To utilize it to its utmost capacity will call forth new advertising techniques which will open up new opportunities in the advertising and merchandising fields. These, in turn, will evoke new advertisers and advertising revenues by which the medium will be supported, as has our current system of network broadcasting.

"All of us in that system of broadcasting, networks and independent stations alike, are moving forward steadily in the development and refinement of the video medium. The American Broadcasting Co., for one, will have ABC-owned and operated television stations on the air in New York, Chicago, Detroit, Los Angeles and San Francisco by the end of this year. We are adding TV affiliates steadily. We are already programming to a television network on the eastern seaboard.

"Our plans call for the establishment of three regional TV networks - one on the East Coast, one in the Midwest and a third on the Pacific Coast - which eventually will be linked into a coast-to-coast network. We are determined to achieve and to maintain a dominant position in the television-broadcasting picture.

"For television, in my belief, will become the catalyst which will accelerate the whole field of communications and of entertainment."

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GEN. AKIN ADDRESSES ARMED FORCES COMMUNICATIONS ASSOCIATION

Many of today's advances in the field of communications are directly attributable to the joint efforts of industry and government, Maj. Gen. Spencer B. Akin, Chief Signal Officer of the U. S. Army, declared at a luncheon meeting of the Philadelphia chapter, Armed Forces Communications Association.

The luncheon, which was held at the Hotel Barclay Nov. 15 in conjunction with the Signal Corps' exhibit at the World Hobby Exposition in the Commercial Museum, stressed the necessity for continued cooperation between the armed forces and industry.

"Liaison between the government and the communications industry, is achieving great advances in electronics", General Akin said. "Today's unsettled world conditions make imperative even greater cooperation."

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 ::: SCISSORS AND PASTE :::
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Better Programs Increase the Chicago Television Business
 (Larry Wolters of the "Chicago Tribune" guest contributor to the radio page of the "New York Times")

Television hereabouts meanwhile is beginning to bring in something more than a houseful of guests. Up to last April, when Chicago got its second station in WGN-TV (WBKB had been on the air since 1940) the neighbors complained about the character of the television shows as well as the quality of the images. But they came back. Then along came WGN-TV and WENR-TV, and now WNBQ is just beginning to do its first programming.

With four stations to choose from Chicagoans have been rushing out to buy receivers and have swiftly joined the ranks of those who complain because two good shows are on TV at the same time. A year ago our household was the only one in the block that had a television set. Up to early last week there were eleven.

Viewers are seeing plenty of junk, but they are also finding some exciting looking on their screens. Chicago spawned many a great radio program in the early days and it is showing some disposition to use its think-tank in the video realm. Knowing that it cannot hope to compete with New York or Hollywood in the realm of glamor, it is coming up with numerous idea shows. Some of these are terrible and are promptly scrapped after one try. But a small group of sufficient appeal has already been developed so that "jean-agers" grades already have dropped two points and home-work seems to be out of the question in video-equipped living rooms.

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Editors, Fearing Radio Accused Of Withholding News
 ("Editor & Publisher")

In its report on AP membership participation, the continuing study committee of the Associated Press Managing Editors Association said the presence of radio competition caused many editors and publishers to refuse to give their local news to the AP promptly.

Newspaper executives who still think of radio as a news competitor are overlooking the historical record.

Radio has expanded tremendously in that period and contrary to the expectations of many 15 years ago it has not won away any newspaper readers or sapped the public's interest in the printed word. Instead, the flashes and bulletins of news on the air, which of necessity are brief and sketchy, have whetted the public's appetite for more news, more details.

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Toscanini Again Televised; Critic Unenthused
("R.P." in "New York Times")

Arturo Toscanini went before the television cameras for the third time yesterday when his regular Saturday concert with the NBC Symphony was both telecast and broadcast from Radio City studio.* * *

In this there were interesting double images, the handsome conductor being seen in close-up while the chorus was seen on a smaller scale in a dimmer exposure that gave the illusion of showing behind and through his head. And throughout there was a studied attempt to relate the camera work with the music.

But the conviction was deepened in one watcher that concerts should be heard and not seen. The images on the screen fought for the mind's attention and generally won out over the ears that were trying to concentrate on the music's sound. And the images certainly succeeded in shifting the emphasis from the music to the performers.

This stress on performers rather than on music is one of the things bedevilling music in this country. If television concerts catch on, it is sure to be accelerated. The likelihood of wide popularity, though, is still to be determined.

Because there were only three cameras in stationary positions and they were obliged to pick up their shots under concert conditions, yesterday's program on the television screen seemed like an inferior motion picture.

But after this one grew tired of the switching back and forth from a limited number of shots at fixed distances. It was good to return to the studio for the closing Hungarian Dance No. 1 in G minor, where the orchestra could be heard in its full splendor and the eyes were no longer limited to a small rectangular screen.

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"Voice of America" Also Guessed Wrong"
(Drew Pearson)

There was a good reason why the Voice of America so consistently informed Europe that Dewey was going to be elected. Charles Thayer, New York manager of the "Voice", was in constant touch with Allen Dulles, brother of John Foster Dulles, and one of Dewey's right-hand men.

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 ::: TRADE NOTES :::
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Dr. Vladimir K. Zworykin, Vice President and Technical Consultant of RCA Laboratories Division, Radio Corporation of America, received Monday last the Chevalier Cross of the French Legion of Honor for his outstanding contributions in the field of television. The award coincides with the 25th anniversary of Dr. Zworykin's invention of the iconoscope, television's first electronic "eye".

A seven-member industry committee will be named to encourage employment of the Standards of Practice adopted by the National Association of Broadcasters at its annual meeting in Los Angeles this year.

Edward Johnson, General Manager of the Metropolitan Opera Association of New York, testified last week in the Association's suit to bar the Metropolitan Opera Company of Chicago from using that name. He said that subscriptions from opera-lovers last year amounted to \$700,000 and that broadcasts of the company's Saturday matinees on an ABC national network brought in \$100,000 more.

Dr. Frank Stanton, President of the Columbia Broadcasting System, is a member of the committee of research authorities appointed by the Social Science Research Council to find out why or where poll takers erred in predicting the outcome of the presidential election.

The new RCA 50-kilowatt FM transmitter installed by Station WTMJ-FM, of Milwaukee, Wis., which is said to be the nation's first high-band, super-power FM station, is affording excellent reception to listeners within a radius of 105 miles, it was disclosed by the RCA Engineering Products Department. The transmitter began commercial operation on September 18.

"Radio and Television Law" is the title of a book by Harry P. Warner, a Washington lawyer and published by Mathew Bender & Co., Albany. It is a history of broadcasting with all the multiplication of rules and regulations that has marked its development, written for owners of radio stations or anyone interested in the laws and history governing them.

It is more than 1000 pages, bound so that changes that affect the subject may be added as they occur.

According to estimate advertisers spent \$1,000,000 sponsoring newscasts Election Night.

Contents of Radio Age, published by the Radio Corporation of America for October include:

Ultrafax: Million Words a Minute; Television Presents "Task Force TV"; Sarnoff Speaks at Eisenhower Ceremony; New Large-Screen Television Projector; More Channels for Television; Training Technicians at RCA Institutes; Making Fine Mesh Screens; Pack Transmitters Grow Smaller; The Meaning of Trade-Marks, etc.

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