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## COMPLIANCE TO FTC RADIO TUBE COUNT RULE ALMOST COMPLETE

Announcing almost complete voluntary compliance with a trade practice rule designed to prevent misrepresentation of the tube count of radio sets, the Federal Trade Commission closed Thursday (March 3) an investigation of the radio receiving set manufacturing industry with the issuance of a complaint against Setchel Carlson, Inc., 2233 University Ave., St. Paul, Minn. The corporation is charged with misrepresenting the number of active, fully-functioning tubes in the radio receiving sets which it manufactures and sells.

Reporting on the results of its investigation of the advertising practices of more than 200 manufacturers of radio receiving sets, the Commission said that virtually the entire industry, including all major producers, has not only pledged compliance with the rule but has also furnished proof of compliance. It noted that it had been necessary to issue a formal complaint against only one other manufacturer besides the Carlson firm since the industry-wide investigation was launched. All the other manufacturers either were found to be complying with the rule or agreed to change their advertising practices to conform. The vast majority signed a simple pledge of compliance and furnished samples of their current or revised advertisements. In four cases, however, stipulation-agreements to cease and desist from tube count misrepresentations were accepted by the Commission.

Prior to the initiation of the industry-wide investigation, the Commission said, complaints charging misrepresentation of the tube count of radios were issued against three manufacturers and stipulation-agreements concerning the same practices were accepted from four others. One of these complaints is now pending before the Commission while two have resulted in the issuance of cease and desist orders. Appeal of the order in one case resulted in its affirmance by the U. S. Circuit Court of Appeals for the Seventh Circuit (Chicago).

The investigation centered around representations of manufacturers concerning the number of tubes contained in radio receiving sets, with particular emphasis on the proper manner of distinguishing between tubes and such devices as rectifiers. Rule 3(k) of the trade practice rules for the industry, promulgated July 22, 1939, provides that it is an "unfair trade practice" for any member of the industry to disseminate any advertisements or representations implying that a radio receiving set contains a certain number of tubes when one or more of the tubes are "dummy or fake tubes, or are tubes which perform no useful function, or are tubes which do not perform or were not placed in the set to perform the recognized and customary function of a radio receiving set tube in the detection, amplification and reception of radio signals."

On January 19, 1947, the Commission issued an announcement interpreting the rule and specifically providing that it is "improper" to include rectifiers in the tube count in representations that a set contains a designated number of tubes or is of a designated tube

capacity. The Commission's interpretation pointed out that there was no objection to advertisements which contain reference to a rectifier as long as the tube count is computed without inclusion of rectifiers or other devices which do not perform the recognized and customary function of radio receiving set tubes.

Following release of its interpretation of Rule 3(k), the Commission ordered the industry-wide investigation to determine whether or not manufacturers were complying with the regulation.

The Commission said that 218 manufacturers were included in the survey. Of this number, 163 agreed voluntarily to abide by the rule; 42 are no longer in business; 8 have entered into stipulation-agreements with the Commission to stop the practices; 2 are covered by Commission cease and desist orders; and 3 are respondents in pending complaints.

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#### A. T. & T. TO DOUBLE TV NETWORK LINES IN '49; ADD 13 CITIES

In 1949 the Bell System will double the number of miles of television network channels now available and will bring its network service to thirteen additional cities, according to the Long Lines Department of the American Telephone & Telegraph Company. By the end of this year there will be some 8,200 miles of television channels in operation, spread over a Bell System inter-city network which will then extend 2,850 miles and link 27 cities.

By Summer, under present plans, the fourteen cities already on the Bell System's television network will be joined by Providence, R. I., and Wilmington, Del. By Fall it is expected that the following cities will be linked: Lancaster and Erie, Pa., and Rochester, N.Y., and Dayton, Columbus, and Cincinnati, Ohio. Toward the end of the year, it is planned to equip the existing coaxial route between New York City and Albany, N. Y. for television transmission and to extend it, by radio relay, to Syracuse, which would permit Bell System service to Schenectady, Utica and Rome as well.

Finally, all through 1949 work will go forward on the important radio relay project which is to provide long distance telephone and television service between New York and Chicago and several intermediate points next year, and for which the Long Lines Department of the A. T. & T. Company filed plans with the Federal Communications Commission last year.

Both radio relay and coaxial cable facilities will be utilized by the Bell System for its 1949 television program, which will include about 450 route miles of radio relay and some 300 route miles of coaxial cable facilities. The cities listed above will be linked to the network in the following manner:

1. The coaxial cable being constructed between Toledo and Dayton will be equipped for television transmission, but from Dayton radio relay will be used to make the connections beyond to Columbus and Cincinnati.



2. Both Lancaster and Erie will be added to the present coaxial circuits in Pennsylvania but the link from Buffalo to Rochester, N.Y. will make use of radio relay.

3. Radio relay will also be relied upon for the Philadelphia-Wilmington and the Boston-Providence additions to the Bell System network.

4. Coaxial cable will form the link between New York City to Albany, N. Y. but the additions beyond to Syracuse, N. Y. will be via radio relay.

The 1949 construction program also makes provision for additional channels along certain existing main routes on the inter-city network. An accelerated program to increase the number of circuits between Philadelphia and Chicago by about May 1, for example, has already been announced by the A. T. & T. Company. However, it is also planned to add three additional television channels between New York and Philadelphia and one extra channel to those already in operation between Philadelphia and Washington, D. C.

As its share in the Bell System television network program, the Pacific Telephone & Telegraph Company has announced a project of its own, intended to provide both long distance telephone and television channels between Los Angeles and San Francisco. Initially, one radio relay circuit will travel northward over a series of eight or nine towers to be constructed on mountain ridges overlooking the San Joaquin Valley from the West side. Service is expected in about a year.

The radio relay system between New York and Chicago now under way will at first provide two television channels, one in each direction, according to the latest information on the project, released by the Long Lines Department of the A. T. & T. Company. Later it is planned to secure additional channels by installing extra equipment in the stations along the route. In addition to terminals in key cities, there are 31 intermediate towers.

Improved equipment built around a new vacuum tube developed by the Bell Telephone Laboratories, will mark the New York-Chicago radio relay system, making it an advance over the facilities between New York and Boston introduced in November, 1947. In addition to benefiting from the experience already gained in operating other Bell System radio relay systems, the new system will be simpler to maintain, more reliable and ultimately provide more channels than any other micro-wave system in service.

As with other radio relay systems, this one will use super high frequencies, called micro-waves, which travel in straight lines and do not follow the curvature of the earth. The relay towers, therefore, must be located so they can direct the micro-waves along an unobstructed, line-of-sight path from one tower to the next. (The other type of inter-city facility that carries television programs over the Bell System networks is coaxial cable - which transmits high frequency electrical signals in copper tubes about the size of a pencil. Usually, eight of these coaxial tubes are included in the cable, which is about as big around as a man's wrist.)



The New York terminal of this system will be erected atop the 450-foot Long Lines Headquarters at 32 Avenue of the Americas while the Chicago terminal will be located on the roof of the new toll building of the Illinois Bell Company at New Congress Street. Already three relay towers have been erected between New York and Philadelphia: at Martinsville, N. J., and Buckingham and Wyndmoor, Pa., while two others are under way at Thomas Hill and Hallam between Philadelphia and Pittsburgh. West of this point field tests have been completed to make sure that each prospective station site has a good transmission path to the sites on both sides. By late Fall all the other towers will have gone up along the route, which ultimately will permit radio relay transmission to travel from Boston as far as Milwaukee, Wis.

Depending on where they are built, the intermediate towers will range in height from 60 to 200 feet. Between Philadelphia and Pittsburgh, they will be placed on hill-tops and will be built from 60 to 80 feet high. Along the flat land in Ohio and Indiana, however, the towers will be constructed about 150 to 200 feet tall. (The towers in the other radio relay projects in Ohio will be about this high too.)

Except for their varying height, each of the intermediate towers is about the same in design - a square, concrete structure with space for emergency power equipment and storage batteries on the first floor, and radio equipment on the second. The special microwave antennas which beam and receive the communications signal are on the roof.

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#### 1948 RADIO-TV SET SALES HIGHEST IN INDUSTRY'S HISTORY

The radio-television industry broke all previous annual records in manufacturers' sales of TV and radio sets in 1948, Max F. Balcom, President of the Radio Manufacturers' Association, said Wednesday night in a talk before the Town Meeting of Radio Technicians at the Rodger Young Auditorium.

"Manufacturers' sales of both types of sets exceeded \$750 million as compared with about \$700 million in 1947", Mr. Balcom said. "And this new peak was reached despite a decline of nearly 20 percent in radio receiver sales."

The sales figures used by Mr. Balcom, he explained, were at the manufacturer level, and retail sales were proportionately higher.

Last December almost half of set manufacturers' dollar sales were of TV receivers, Mr. Balcom added, and for the entire year 31 percent of set manufacturers' dollar volume came from television. In units, however, TV set sales accounted for but 11-1/2 percent last December and only 5.6 percent for the year.

"It seems probable", Mr. Balcom declared, "that in 1949 well over half of the industry's income will come from television sets and that all set sales will surpass the 1948 record in dollar volume."

Mr. Balcom predicted that two million or more TV sets will be manufactured in 1949 along with 10 to 12 million radios.

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CLASH BETWEEN PRINTED WORD, FM, TV FORESEEN BY MITCHELL, NAB

A suggestion to the printing industry to consider a possible revolution in its methods, forced by television and facsimile broadcasting, was made to the Graphic Arts Association by Maurice B. Mitchell, Director of the National Association of Broadcasters' Department of Broadcast Advertising last Monday.

Speaking to a luncheon meeting of the Association in Washington, Mr. Mitchell further suggested the formation of a committee to study the impact of television and facsimile on printing methods, type-faces, colors, and the like.

"We are approaching the time", he said, "when there will be no intermediate step, such as printing, between the act of creation and the delivery of the created product in the living rooms of the nation."

He pointed out that facsimile broadcasting and television are already accomplishing this feat.

The NAB official asked the graphic arts practitioners what the printing industry had done to prepare for the inevitable changes.

"Do you know how your present type faces look on a television screen, or on the paper roll of a facsimile receiver?" he asked. "Do you know whether the serifs of graceful types vanish or not on such a television screen? Do you know what colors show up best in television?"

He warned that, unless some study is made of such problems, the typewriter and the varityper may "beat you to the draw".

"Radio has already demonstrated", he said, "that even the fastest printing is too slow for news. Facsimile broadcasting is going to demand, for its news, even faster ways of preparing printed material for delivery to the living room.

"In addition", he said, "you might give some thought to what the size and shape of the television screen and the facsimile paper are going to do to layout and make-up methods."

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BRITISH FIRM CLAIMS CHEAPEST TV SET AT \$186

A British firm announced last week, the U.P. reports, that it is selling the "cheapest television set in the world". The Electric and Musical Industries, Ltd., of London, said the set, with a 10-inch screen, sells for just under \$186, including a 33-1/3 per cent purchase tax.

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"TV TWO YEARS AHEAD OF SCHEDULE; 63% NBC TIME SOLD", SARNOFF

The pace of television expansion has been so rapid that the industry, at the opening of 1949, was two years ahead of the dates set by the most optimistic forecasts when postwar television sets were first offered for sale to the public in the Autumn of 1946, Brig. Gen. David Sarnoff, Chairman of the Board of the Radio Corporation of America, states in his annual report.

"Two new television stations owned by NBC -- in Cleveland and Chicago -- went on the air in the Fall of 1948 and a third, in Hollywood, began operation early in 1949", General Sarnoff continues. "With the stations in New York and Washington, these additions brought the total of NBC-owned stations to five, the maximum number permitted by the FCC under one ownership.

"Altogether, twenty-two affiliated stations are now receiving regular NBC program service either through cable and radio relay inter-connections, or by kinescope-recorded motion picture film.

"In January, 1948, 33 percent of NBC network television program hours were commercially sponsored; the remaining 67 per cent were noncommercial. By December, 63 per cent were sponsored; 37 per cent, nonsponsored."

General Sarnoff revealed that at the year-end, the NBC coast-to-coast radio network comprised 170 standard broadcasting stations, compared with 167 at the close of 1947. Six are owned by the company; 164 being under independent ownership and affiliated by contract.

"RCA Communications, Inc.", he reported, "was operating 81 international radio circuits linking the United States to 66 countries at year-end. Expansion in radiotelephone service during the year included circuits between Okinawa and Manila, Shanghai and Manila and Okinawa and the United States. Eight new radiophoto circuits were added during the year, making a total of twenty-three."

Net earnings of Radio Corporation of America in 1948 amounted to \$24,022,047, equivalent to \$1.50 per share of Common stock. This compares with \$18,769,557 in 1947, when earnings after payment of Preferred dividends were equivalent to \$1.12 per share.

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CROSLEY TRIMS \$40 OFF 10-INCH TV SET

A reduction of \$40 in the price of the Crosley 10-inch television receiver with complete FM radio was announced by W. A. Blees, Vice-President of Avco Manufacturing Corporation, and General Sales Manager of the Crosley Division. The new price is \$299.95 against the old \$339.95. Mr. Blees said the new price is the lowest of any 10-inch television receiver with complete FM radio. He said the reduction was possible because of manufacturing economies effected through steadily increased production.

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## COY HAS ALL THE ANSWERS TO SEN. JOHNSON'S SHARP FCC PROD

Favorable comment was heard for what was said to be FCC Chairman Wayne Coy's forthright answers to a number of sharp questions addressed to him recently by Senator Ed. C. Johnson (D), Chairman of the Senate Interstate Commerce Committee. Chairman Coy's reply to the Senator in question and answer form comprised a 17-page single-spaced mimeographed document issued by the Federal Communications Commission Tuesday afternoon.

"It took courage for Coy to speak out as he did", one man high in the industry observed.

It is a document which will be studied for many months to come. Chairman Coy's indication of the FCC's desire for a network probe, however, doesn't need much clarifying:

"No comprehensive network investigation has been undertaken since 1941. The Commission has long felt that such an investigation is necessary not only to determine how the regulations are working with respect to standard broadcasting, but also to re-examine some of the problems concerning the relationship of the networks to talent bureaus and recording companies and also to examine carefully the effect of the regulations in the FM and television field."

A "hot potato" among Senator Johnson's queries, was this:

"We are concerned deeply with respect to the marketing of television sets. Television-set manufacturers and spokesmen for some broadcasters have repeatedly declared that present-day sets will not be outmoded in the near future. Nevertheless, it appears obvious to us that when and if licensing is authorized in the ultra-high-frequencies and television develops in those frequencies, television sets being manufactured today will be obsolescent. While it is contended that an attachment can be made which will meet such a contingency, in part, we are not greatly impressed with the efficacy of similar attachments for FM frequency shifts. We note that no purchaser of a television set today is warned or advised that such an attachment may be necessary or, in fact, that in a matter of a few months or years, the set for which he is paying \$200 to \$1,000 may be junk. We wonder, therefore, if some action cannot be taken by the Federal Communications Commission which would result in set-manufacturers making clear to such buyers that caveat emptor should not enter into the purchase of such a highly complex and intricate mechanism as a television set.

"We understand that the Federal Communications Commission has no present legal authority to compel such action. If the Commission is of this opinion also, or that suggestions to television manufacturers to correct this practice may fall on deaf ears, we would appreciate recommendations for legislation to meet this problem. The public requires protection."

To which Chairman Coy replied:

"At the outset, it should be pointed out, that television sets presently being purchased will not be rendered entirely obsolete by developments unless the Commission deletes the present 12 channels entirely. As was pointed out earlier, no proposal has been made to the Commission nor is there any notice pending to delete any of the present 12 channels.

"Of course, if ultra-high channels are added, there will be some obsolescence. To be sure, converters can readily be made which will alleviate the matter somewhat but as is recognized in your letter, converters are not as satisfactory as regular receivers.

"It is not possible to measure accurately the degree of partial obsolescence that might result from adding ultra-high channels. No official census exists concerning ownership of television receivers by the public. However, a rather comprehensive survey made shows that there were slightly more than 1,000,000 television sets installed as of February 1, 1949. Of this number only 69,700 - or less than 7% - were in cities in which fewer than four television stations have been allocated. Only 27,000 - or less than 3% - were in cities to which only one station has been allocated. Thus, on the basis of present distribution of receivers, most of the owners of TV sets could get a great deal of usefulness from their sets even if ultra-high channels are added.

"Moreover, as is stated in your letter, the Commission at the present time has no authority to require manufacturers to notify prospective purchasers concerning possible obsolescence of television receivers. You ask our opinion as to whether legislation is desirable on this point.

"This question poses a fundamental problem of the proper scope of the federal government in protecting consumers against the purchase of possible obsolete equipment. This would be a problem not only for this Commission but also for other government agencies. In our field the task would be extremely difficult. Radio broadcasting is but a quarter of a century old and already developments have occurred which in other fields would have taken a century. In the space of a quarter of a century not only has standard broadcasting been developed but in addition two new services - FM and television - have gotten off to a healthy start and facsimile broadcasting appears to be ready to make its debut. Moreover, developments occur so fast that there is no assurance that some revolutionary development will not emerge from the laboratory that will make present systems obsolete because the public advantage to be gained from its adoption outweighs the public burden incident to partial or complete obsolescence of equipment.

"The radio industry is an empirical industry. Its rapid development has resulted from the vision of its leaders and inventors. New developments cannot be scheduled and therefore, it is extremely difficult, if not impossible, to determine when any piece of radio receiving equipment may become obsolete. We are unable, therefore, to make any recommendation regarding obsolescence of equipment now

being manufactured and sold, unless some arbitrary rule is invoked in order to prevent obsolescence. The Commission is of the opinion that no such rule can be drawn which can be applied with equity under all circumstances. It prefers to reach a decision upon the balance of the public interest, convenience and necessity as determined by each situation."

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#### EDGAR KOBAK RE-ELECTED PRES. OF MBS

Edgar Kobak was re-elected President of the Mutual Broadcasting System at a meeting Tuesday, March 1, in Chicago, of the network's Board of Directors. He continues in a post which he assumed in November, 1944, upon his resignation as Executive Vice President of the Blue Network.

Mr. Kobak actively entered the radio industry in 1934 as Vice President in Charge of Sales for the National Broadcasting Company. He switched his activities to the advertising field in 1936 when he became a Vice President in Lord & Thomas, advertising agency, but returned to NBC in 1940 to head sales for the Blue Network.

When a year later an anti-trust ruling resulted in the reorganization of the double network system, Mr. Kobak helped to formulate plans which made the Blue Network a separate and wholly owned subsidiary of RCA. He became Executive Vice President and a Director of the new corporation.

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#### AP BROADCASTERS' GROUP ORGANIZED IN VIRGINIA

Virginia Associated Press radio stations had their own organization last week, designed to help the A.P. improve its around-the-clock news service.

The Virginia Associated Press Broadcasters' Association was formed at a meeting in Richmond, Virginia, and Jack Weldon, General Manager of Lynchburg's Station WWOD, was named as its first president.

The Association will work with the A.P. in gathering news, in news development, and will make suggestions for possible improvements in the A.P. radio news report.

Twelve Virginia A.P. member stations were reported at the meeting.

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During the first 10 months of 1948, the Commerce Department reports, the output of radio receivers in Japan totaled 1,392,403; transmitters 1,746; and vacuum tubes (including receiver, repeater, transmitter, and other tubes), 9,700,824.

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AFFILIATES WITH A WHOOP BACK NBC IN CBS TALENT RAID FIGHT

There wasn't any "maybe" in the way the owners and operators of the affiliated National Broadcasting Company which met the early part of this week in Chicago stood behind the NBC in the Columbia Broadcasting System talent raid fight.

The NBC affiliates passed the following resolution:

"The affiliates of the National Broadcasting Company in Chicago today hereby express unanimous and enthusiastic approval of the network program policies past, present and those proposed for the future.

"Further, they are in complete accord with NBC's plan to afford opportunities to new American talent and are confident that this field has unlimited potentialities.

"To the end that all NBC programs shall have the widest opportunities, the affiliates declare their intention to accomplish the most aggressive promotion campaign in the history of the industry so that NBC shall further strengthen its position as the Nation's No. 1 Network."

Niles Trammell, President of the NBC, declared that the network has taken a number of important steps, has thirty new programs at its disposal, and has the situation well in hand.

Charles R. Denny, NBC Executive Vice-President, detailed what President Trammell said was the network's long-range plans for strengthening the industry and enlarging the network's position of leadership. Mr. Denny said the answer lay in developing new programming ideas to attract new audiences and in giving advertisers more value for their money. It was said that the newly projected programs would be available to sponsors at "relatively low cost".

Mr. Denny said the NBC has the answer to the present questions:

"It doesn't call for pulling rabbits out of a hat or performing spectacular miracles. It calls for hard work and imagination, week by week. . ."

Most important information to come to the NBC affiliate members was the announcement of a list of almost thirty new programs which NBC controls and which would be ready for broadcast when facilities are available.

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## TV SCHEDULES SUSPENDED PENDING INQUIRY INTO INTERCONNECTION

The Federal Communications Commission announces an Order suspending, until June 1, 1949, new tariff schedules of the American Telephone and Telegraph Co. and certain Bell System companies applicable to furnishing coaxial cable and microwave channels for television transmission, which were to have become effective March 1, 1949. At the same time, it ordered a hearing and investigation into the lawfulness of proposed modified regulations and practices of the respondent carriers for interconnecting their TV transmission facilities with those of others. Hearings will be held in Washington on a date to be specified later. Rates are not involved in this - just intercommunication.

The Television Broadcasters' Association, Allen B. Dumont Laboratories, Inc., Philco Corporation and Philco Television Broadcasting Corp., which on February 18, 1949, filed a joint petition requesting suspension of the schedules, were given leave to intervene, also The Western Union Telegraph Co.

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## VIDEO ANTENNA ON WINDOW IS PERMITTED CONDITIONALLY

A new ruling affecting the use of exterior television antennae in apartment buildings was handed down in Bronx Supreme Court yesterday, by Justice Eugene L. Brisach. The action involved the legality of a tenant's window ledge antenna.

Joseph Einson, a tenant at 1302 Rosedale Avenue, the Bronx, New York City, was brought to court by the building owners, D. Greenstein, Inc. to show cause why the landlord should not be restrained from removing the antenna, on the ground that it constituted a hazard.

Justice Brisach ruled that the antenna might remain provided the tenant obtaining liability insurance, ranging from \$10,000 to \$20,000, to protect the landlord in the event of an accident attributable to the antenna.

Court records show that similar cases involving the use of unauthorized roof-top antennae have been decided usually in favor of the landlords.

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## BALABAN BELIEVES TV WILL HYPO THEATRE ATTENDANCE

"There is constant talk of television as a threat to our existence", Barney Balaban, President of Paramount said Monday in Hollywood. "Paramount believes television can be used to increase motion picture theatre attendance, by development of full-screen theatre television and the many facets for promotion offered by it."

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## POLK MURDER SOLVED, SAYS GREEK AIDE

Security Minister Constantin Rentis said last Monday that the murder of George Polk has been solved.

Mr. Polk, Middle Eastern correspondent for the Columbia Broadcasting System, was found dead in Salonika Bay last May. He had been shot through the head and his hands were tied together.

The Greek Government later announced that Polk was killed as the result of a Communist plot.

Rentis Monday announced the arrest of Mrs. Adma Mouzenides, whose husband, a fugitive has been accused of being the trigger man in the Polk murder.

He said the statements of Mrs. Mouzenides and others "entirely supported" those given by Gregory Staktopoulos, a Salonika newspaperman, and his mother. Staktopoulos was jailed last month when he allegedly admitted taking part in the murder.

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## "TEL-A-SEE" CLAIMS EVERYTHING - TV, RADIO AND MOVIES

Fred C. Forney, an architect in Cincinnati, says he will soon put on the market the "Tel-A-See" which will combine television, radio and moving pictures. Mr. Forney said the new device follows the pattern of a television set. The models will have screens of 7 x 9, 8 x 10, and 12 x 15 inch size. The movie projection device, he said, would contain enough film for a two-hour showing and the film would be fireproof.

"Radio music can be turned on when pictures are being screened on a silent set", Mr. Forney said.

"We are fully protected on patents and other rights", he said. "To start with, the parts will be made by other firms on contract and the assembling will be done in Cincinnati. Later on, we intend to do the entire production job in our plant with a basic personnel of 400 employees."

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## NEW INDOOR TV ANTENNA ANNOUNCED BY RCA TUBE DEPT.

A new indoor television antenna, for use in urban areas where outdoor receiving antennas are either impracticable or not permitted, has been announced to RCA parts distributors by the RCA Tube Department.

Of decided advantage to apartment dwellers, the new antenna, requires no outside equipment such as that which formerly was objectionable to some landlords. It is designed for maximum efficiency, simplicity of operation and decorative appearance. When properly oriented, it will receive stations on television channels from 2 to 13 in areas where strong signals from these stations are normally received. The RCA Indoor Television Antenna, No. 202A1, comes complete with a 20-foot length of 300 Ohm RCA Bright Picture Transmission Line.

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 ::: SCISSORS & PASTE :::  
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The Atlass Boys Don't Think Radio Is All Washed Up  
 ("Variety")

The big talk here is how the Atlass Bros. - Les and Ralph - for years kingpins of midwest radio operations in Chicago, are thinking in coast-to-coast terms of expanding their radio empire. While on the surface the multiple overtures for expansion of radio activities are linked solely to Ralph, it's no secret that the collaborative talents of both brothers are involved in the behind-the-scenes operations.

For years a midwest sparkplug with his WIND, Chicago, indie, and WLOL operation in Minneapolis, Ralph Atlass is encompassing New York and the Coast in his future sphere of broadcasting influence. "And where Ralph goes, Les' influence would be felt equally", is the guiding blueprint.

Aside from a Chi-L.A.-N.Y. three-way spread, there are many here who say don't be surprised if, out of the current confusion and competitive jockeying for WHAS, important 50 kw outlet in Louisville, the Atlass Bros. emerged as the new owners.

With Ralph Atlass brought in to N.Y. to guide the affairs of WMCA, the Nathan Straus-owned indie that's been taking it on the chin, it is deemed inevitable that the Chi contingent will take over complete management. Meanwhile, Ralph, represented by additional Chi capital as well, is gunning for the takeover of the Thackrey KLAC on the Coast. It would be a contingency deal predicated on the FCC okay for the Warner Bros. to buy the three Thackrey properties, with KLAC in turn being resold because WB wants to hold on to its present L.A. outlet, KFWB.

However, Nate Halpren, former assistant to CBS prexy Frank Stanton and now residing on the Coast, is competing with Ralph for the KLAC outlet.

Atlass freres, oddly enough, are envisioning it all in terms of radio, rather than television. They don't go along with the AM downbeat boys who say that radio is washed up. They still see lucrative days ahead for sound broadcasting. Eventually, they know, they'll have to think in terms of video. But not now.

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"Any Day Is Visiting Day", Says Peacheroo Chicago Secretary  
 (Ruth Mackay in "Chicago Tribune")

It's interesting to see how the top secretaries in Chicago have achieved distinction. Doris Gundersen, secretary to Comdr. E. F. McDonald, Jr., President of Zenith Radio Corporation, has progressed steadily since her first job. While discharging the duties of whatever position she has held, she hasn't hesitated to make a change for the better.\* \* \*

Any day is visiting day at Zenith, Miss Gundersen says. She enjoys the people who drop in: Comdr. Donald MacMillan whom Comdr. McDonald accompanied on an arctic expedition; Explorer Matthew Henson (he was given the Gold Medal of the Geographic Society of Chicago upon Comdr. McDonald's recommendation); the Australian born explorer,

Sir Hubert Wilkins; Douglas Fairbanks, Jr. and his wife; Louis B. Mayer - all persons in the public eye.\* \* \*

Miss Gundersen lives near the Zenith plant - "only 15 minutes away". . . is a fine golfer (with a low handicap, between 15 and 16) . . . ranks 10th in the company bowling league of 130 girls . . . owns a dog "Hokey" - "a little lost pup, but smart enough to know he can get away with anything." \* \* \*

Miss Gundersen's position now, with two assistants, a charming office, a pressing but fascinating load of correspondence - and a background of FM music near her desk - is the plum for which she reached.

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Transit Radio  
("Washington Post")

Few Capital Transit patrons realized, when the new 13-cent fare went into effect, that they soon would be treated to the transplanted atmosphere of a tea dance. Street car and bus riders, so the announcements say, are now to be lulled by the strains of "soft melodic music" from special FM radios as they jostle for seats. What the announcements do not stress is that the musical venture is strictly a business proposition and that its importance to Capital Transit has a revenue aspect. It is the commercials that make the programs possible.

Any way you look at it, this prospect amounts to an imposition on the rider's privacy. The person who pays his fare on the assumption that it entitles him to silence has no recourse. The ordinary radio listener can flip a button when there is a distasteful program or commercial. The newspaper reader can skip any advertisements he dislikes. Even the barber shop patron can request a haircut without benefit of dialogue. But the commuter is left no choice; he can either listen to the drone of the loudspeakers - or walk.

Some of the curse is removed, to be sure, by restrictions on the type of program to be offered. Capital Transit promises no jumping jive and no heavy symphonies, but light and soothing music. Commercials will be limited to no more than one every five minutes and presumably there will be none of the variety that drags customers out of their seats. There are to be no blaring loudspeakers, but merely enough volume to provide a harmonious background - directed, incidentally, away from vehicle operators. But all these points are merely mitigating circumstances.

The possibilities of more revenue being what they are, it is somewhat less than likely that this violated privacy will make much difference. Transit radios in other cities are proving lucrative devices which apparently do not entail too much customer complaint. But if Capital Transit is to subject a million riders a day to music and advertising blandishments over which they have no control, then certainly the company has a responsibility both to police the type of program offered and to return to the public, either in better service or lower fares, the benefits of increased revenue. Furthermore, the company ought to consider seriously the furnishing of earmuffs to riders who do not hold with the Capital Transit theory that it is not silence, but the lack of it, that is golden.

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TRADE NOTES

G. Richard Shafto, WIS, Columbia, S. C., National Association of Broadcasters' Director-at-Large for medium stations, was last Monday named Chairman of the special new NAB Committee to study international radio frequency allocations.

The Committee is composed of Commander T.A.M. Craven, of Craven, Lohnes & Culver, Washington, D. C.; John H. DeWitt, WSM, Nashville, Tenn.; Everett L. Dillard, KOZY, Kansas City, Mo., H. W. Slavick, WMC, Memphis, and Calvin J. Smith, KFAC, Los Angeles.

WJR, Detroit, has voted a dividend of 10¢ per share to be paid March 10, 1949 to shareholders of record at the close of business March 2, 1949.

The Eleanor and Anna Roosevelt broadcasts will be heard five times a week at 4:45 P.M. over ABC starting Monday, March 7th. For sometime they have been heard three mornings a week. As yet no sponsor has been obtained for this program.

"Development In The Immediate Future of Television Transmission And Reception" will be the subject of an address to be delivered to the Chicago Television Council by J. R. Poppele, President of Television Broadcasters' Association, at its Television Conference on Tuesday, March 8, 1949.

Export deliveries of radio-receiving equipment from Bizonal Germany totaled \$39,520 during the first 7 months of 1948; transmitting apparatus, \$382.95; and electronic tubes, \$89,770.

"The Pollsters" by Lindsay Roberts, which is expected to put a firecracker under the gentlemen who met their Waterloo on the presidential election is now available at the bookstores.

It is advertised as "the book that President Truman called most interesting" and is described as "A pungent Demonstration that the Pollsters do not know what Public Opinion is and hence cannot Measure it" and "A forceful Warning to those who rashly assume that the only Shortcoming of the Polls is their lack of Accuracy".

Dr. Rogers, the author, is Burgess Professor of Public Law at Columbia University. The publisher is Alfred A. Knoff, New York, and the price \$2.75.

Stewart-Warner Corporation will introduce a ten-inch-tube television set to operate only on direct current in New York today (March 2), the company announced today. The list price of the set will be \$369.95. The company said it was designed particularly for Manhattan apartment house areas which use D.C.



ABC netted \$468,676 last year in comparison with a net income of \$1,520,756 the year before. The network explained this drop in profits, despite larger gross income, by its heavy expenditures in television.

In 1948 it grossed \$54,047,034, compared with \$52,922,844 in 1947. In 1947 it paid 90 cents a share, compared with 28 cents this past year.

During his recent visit to Hollywood, ABC President Mark Woods said the chain invested \$6,000,000 in television last year and expected to spend another \$5,000,000 in the coming 12 months.

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The chairmanship of the Greater New York Committee of the United Negro College Fund's campaign has been accepted by Don G. Mitchell, President of Sylvania Electric Products, Inc., it was announced Tuesday by John R. Suman, Vice President of the Standard Oil Company (New Jersey), National Campaign Chairman. Mr. Mitchell is National Vice President of the National Association of Manufacturers and a Director of the American Management Association. The fund's office is at 38 East 57th Street, New York City.

Mr. Mitchell said that the New York drive in aid of thirty-one Negro colleges and universities would start in April.

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A joint exploration into the role television can play in education is being undertaken in Philadelphia and Camden primary and junior high schools by the Philadelphia and Camden Boards of Education, the office of the Diocesan Superintendent of Catholic Schools, television station WCAU-TV, and the RCA Victor Division, Radio Corporation of America.

Television receivers will be installed by RCA Victor in 31 public and parochial schools in and around Philadelphia and Camden for the purpose of receiving four weekly telecasts starting next Monday, March 7th. Personnel from the schools systems are cooperating with station WCAU-TV in the development of programs. In order to avoid disruption of the regular classroom work, each of the four weekly programs will be directed to a specific school level.

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Chairman John S. Wood (D), of Georgia, of the House Committee on Un-American Activities, has notified J. R. Poppele, President of the Television Broadcasters' Association, that his Committee will consider the request of TBA to drop its ban on television cameras at open hearings.

In his letter to the Committee, Mr. Poppele declared any citizen of Washington, D. C., or any visitor to the nation's capitol has the privilege of attending open hearings of the House group. Television can accord this same privilege to citizens who cannot come to Washington, including veterans in hospitals, he said.

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Production of radios in Austria reached a postwar high in September 1948 when 1,803 sets were produced. It is estimated that present capacity is about 18,000 sets per month. The recent increase in production resulted largely from improved availability of raw materials, but it is believed that introduction of the installment payment plan for radio sets also influenced the industry to step up production.