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June 29, 1949

ORMANDY, PHILA ORCHESTRA, DRAW TWO QUEENS AND PETRILLO

by Robert D. Heinl

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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SUPERIOR LARGE SCALE FM SOON TO BE DEMONSTRATED - ARMSTRONG

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

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

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

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

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

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

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

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

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

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

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

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

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

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WGN-TV TO DEDICATE NEW TRANSMITTER JULY 5

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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THEATRE TV PROVES DRAWING POWER IN BROOKLYN SHOWING OF FIGHT

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

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

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

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

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

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RADIO-TV RETAILING'S JUMBO ISSUE HAILS TELEVISION

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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JUSTICE DEPT. LOOKING INTO NETS; NO COURT ACTION SEEN

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

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EXTENDING DATE, ASCAP HOPES FOR EARLY TV MUSIC AGREEMENT

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

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

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EMERSON TV PRICES GUARANTEED TO PUBLIC, DEALERS, ABRAMS ASSURES

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

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

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

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

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

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CAUTIONS BROADCASTERS REGARDING RADIO EDITORIALS

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

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

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

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

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

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CBS CONFIRMS CUTTING DOWN NUMBER OF EMPLOYEES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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 ::: SCISSORS AND PASTE :::
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Ralph Atlass, Chicago, Shows N.Y. Slickers A Thing Or Two

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

R. D. HEINL

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TRADE NOTES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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