



Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heinel, Editor

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No. 1929

July 12, 1950

SARNOFF SPEARHEADS APPEAL FOR LOUDER WAR "VOICE OF AMERICA"

Among the first persons asked by the subcommittee of the Senate Foreign Affairs Committee to discuss a resolution offered by Senator William Benton, of Connecticut, to strengthen the Voice of America last week, was Brig. Gen. David Sarnoff, Chairman of the Radio Corporation of America. General Sarnoff's recommendation that a ring of powerful broadcasting stations should be built around the Iron Curtain countries at a cost of \$200,000,000, hit the front pages of many newspapers of the country.

In line with this, Assistant Secretary of State Edward Barrett, in charge of the Voice of America, told the Senators that President Truman would submit a plan this week for expanding the Voice of America and a request for \$100,000,000 funds to Congress.

In his broadcast last Sunday night over ABC, Drew Pearson advocated a special Voice of America Commission to report directly to President Truman. He suggested that some such person as Nelson Rockefeller should head it.

In his plea for a louder Voice of America, General Sarnoff was followed by Lieut. Gen. Walter Bedell Smith, Commander of the First Army and former Ambassador to Russia, Bernard M. Baruch and others.

General Sarnoff said that the Soviet Union and its satellites were putting out to the world 832 hours of programs a week, the United States 192 hours.

"I am informed", he said, "that in the past two weeks Russia has stepped up its service to North America to twenty-four hours a day, seven days a week. These Russian programs are in English."

The timing of this Russian action corresponds roughly with the invasion of the Republic of Korea by the North Korean Communists.

The United States, General Sarnoff testified, was particularly weak in stations between Tangier and the Philippines in the Mediterranean area and in Arabia and India.

Especially required, he declared, were both medium and short-wave stations of high power in Greece, Arabia, Iran, India, Pakistan, the Philippines, Japan and possibly on Okinawa, and short-wave stations in Alaska beamed toward Siberia.

When the \$200,000,000 figure was mentioned, Senator Elbert D. Thomas (D), of Utah, observed that he disliked in such "an idealistic atmosphere" to ask such a question, but that nevertheless he wondered whether the American commercial radio industry would lobby against such heavy Government interference in radio work.

General Sarnoff replied with a smile that, speaking for "a not inconsiderable part" of the industry - the Radio Corporation of America - the answer was distinctly "no".

He believed that the rest of the industry would have the same answer, for, he added, this was a time when urgent national interest required something to be done that could not be done by private enterprise.

He told the subcommittee that the use of television as a part of the American propaganda effort should not be neglected, even though at the moment it was true that television signals could not jump the oceans.

He recommended the establishment of a commission to study the whole broadcasting subject and come forward in sixty days with a plan to submit to the President and Congress.

Drawing on his personal experiences in the Soviet Union, General Smith said "the highest compliment the Russians ever paid anybody is their jamming of the Voice of America broadcasts." He said the Kremlin decided to silence the American broadcasts after the Kasenkina incident, when masses of Russians believed the American account of the Russian school teacher who jumped from a Soviet consulate window in New York.

Mr. Baruch declared that an agency standing apart from the State Department was necessary because of the complexity of the struggle which would have so high a status as to report directly to President Truman.

This group, he said, could be connected with or be made similar to the National Security Council, and it should have in its hands not only the outgoing American propaganda but the highest and most secret incoming intelligence reports. These currently are in the charge of the Central Intelligence Agency.

"Our problems", Mr. Baruch declared, "are military and economic and psychological and spiritual and moral. We cannot separate them at all. You must have some central body that deals not only with the international situation but with the national situation. This body ought to be under the direction of the President."

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G.E. PLANS TO BUY NEW RADIO, TV PLANT

The General Electric Company plans to expand its radio receiver manufacturing plant in Utica, N. Y., and increase employment from 600 to 750 persons.

Dr. W. R. G. Baker, G.E. Vice President and General Manager of its Electronics Department, said the company would purchase the building housing its receiver works and construct a 25,000 sq. ft. addition. G.E. now occupies the property under lease. Dr. Baker said the addition would be a one-story concrete block and steel structure, and that work on it was expected to start August 1st.

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RADIO, TV INDUSTRY INCREASED 1949 NEWSPAPER ADVERTISING

Leading national advertisers spent a total of \$445,015,000 for newspaper space during 1949, a gain of 14.3% over 1948, according to the Bureau of Advertising, American Newspaper Publishers' Association, in its annual study, "Expenditures of National Advertisers in Newspapers, 1949."

America's big automotive firms, General Motors, Ford and Chrysler, added the largest amounts, dollarwise. GM jumped more than \$9½ million, to top the expenditures list with \$24,869,072 in 1949. Largest increase percentage-wise in the automotive field, 273.6%, was scored by Chrysler, which expanded its newspaper space purchases from \$2,341,585 in 1948 to \$8,747,966 in 1949. Ford almost doubled its budget from a previous \$5,763,933 to 1949's \$10,629,320.

The study noted that national advertisers' investment in newspapers, reaching an all-time peak of \$445,015,000, put newspapers in the No. 1 position compared with all other media.

This, according to ANPA, represented:

More than 15 times as much as in farm magazines.

More than twice as much as in all four of the great national radio networks combined.

\$32,000,000 more than in all general magazines combined.

Over \$4,000,000 more than in all general and all farm magazines put together.

The radio and television industry spent \$12,756,000 in newspaper advertising. Among the "Top 100" National Advertisers in Newspapers in 1949 were RCA \$2,056,591, a 58% increase, Admiral, \$1,117,121, a 2% increase, and DuMont \$637,073, an increase of 178%.

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U.S. NEWS, RADIO, MEN RETURN FROM SOUTH AMERICAN AIR TOUR

Thirty-two U.S. editors, publishers, and radio executives have just returned from an eight-day plane trip to four major South American cities.

The trip, the host of which was Juan T. Trippe, President of Pan American World Airlines, was made aboard the Pan American Clipper Friendship, christened by Senora Eva de Peron, wife of the Argentine President, when the party stopped in Buenos Aires. Other stops were at Port au Said, Trinidad, Rio de Janeiro, Brazil, and Montevideo, Uruguay.

Among those from the radio industry were Gardner Cowles, President of the Cowles Broadcasting Company; Philip Graham, President of WTOP, Washington, D. C.; Rep. Carl Hinshaw of California, Interstate and Foreign Commerce Committee; William Randolph Hearst, Jr. Hearst stations; Senator Edwin C. Johnson, of Colorado, Chairman of the Senate Interstate Commerce Committee; Edward J. Noble, Chairman of American Broadcasting Co., and Frank White, President, Mutual Broadcasting System.

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"RADIO IS MIGHTY WEAPON IN NATION'S SERVICE" - TRAMMELL

Referring to the present crisis in Korea, Niles Trammell, Chairman of the National Broadcasting Company, speaking at the FBI National Academy in Washington, reminded his audience that radio proved itself a mighty weapon in the nation's service in World War II.

"On December 7, 1941, radio in the United States shouldered arms and, together with the American people and American industry, geared itself for total war", Mr. Trammell said. "Throughout the long years until victory was won, it carried the responsibility of broadcasting for the United States government. The story of its contribution is too large ever to be recorded in its entirety. Every wartime effort found its support in radio. Bond drives made compulsory savings unnecessary. Armies of workers were recruited in topping quotas for enlistment of nurses, and the idea of a nurses' draft was dropped."

Mr. Trammell spoke particularly of the great value of radio in civil defense training, rationing, conservation, psychological warfare and the entertainment of troops from the Aleutians to the South Seas.

"We won the shooting war, and on the heels of victory came a new threat to the liberties of free men: the expansion of Communist power wherever national weakness permitted -- by open aggression, by exported revolution, by propaganda which confuses and conquers, by espionage and by infiltration", Mr. Trammell concluded. "America, guarded for 150 years by two oceans, is not safe from this threat today. The consequences of defeat in the cold war can be quite as fatal to us as defeat in a shooting war."

"As the most powerful media of public expression, these same broadcast services mobilize our moral forces. They can forge a consciousness in the minds of our citizens of the meaning and value of our democracy. Our forefathers created this way of life by believing in it, fighting for it and making it work. If we are to keep it, we must believe in it just as deeply, practice it just as constantly, work for it daily and fight for it if need be. As in wartime, radio is again showing Americans what they can lose by defeat in the cold war and is awakening them to all that is at stake. And in bringing this message to the people, television is adding the gift of vision to radio's voice."

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A British book, "Television in Your Home" has just been published by Iliffe & Sons, Ltd., in London. It aims to tell every viewer just what television can mean to him. The price is 2s.

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PHONEVISION CREDIT OFFER WITHDRAWN; 11 COMPANIES INTERESTED

Zenith Radio Corporation has told the Federal Communications Commission that, since the Commission obviously didn't approve, it has withdrawn its "contingent credit" offer to manufacturers for building Phonevision decoder outlets into their television sets.

The company said 11 other manufacturers had indicated an interest in installing the outlets but that none had said it planned to participate in the contingent credit plan, under which Zenith offered credits against possible future royalties.

The assertions were made by John R. Howland, assistant to Commander E. F. McDonald, President of Zenith, in response to an FCC request for additional information. The Commission is holding up action on Zenith's request for additional time in which to start Phonevision tests, pending a decision on whether the company has over-promoted its pay-as-you-see TV system in violation of conditions laid down by the FCC.

Mr. Howland reiterated that Zenith made its offer to manufacturers because "we believe that by installing the outlets, the public would be saved very substantial expense in the event Phonevision should be ultimately approved and put into operation." The cost of installation in the factory would be between 7 and 25¢ whereas the cost of adapting sets later would be "substantially greater", Mr. Howland noted.

The Commission feared that Zenith's action would mislead the public into thinking that Phonevision has been or will be authorized and pointed out that in authorizing the tests, FCC specified that such an impression should not be created.

Mr. Howland pointed out that the outlets themselves are not patented and that "any television manufacturer is entirely free to install such outlets without the payment of any royalty to Zenith and irrespective of any suggestion from Zenith that they do so."

He said Zenith will not encourage the installation of such outlets by any means, "although we believe that our suggestion that such outlets be installed was and still is in the public interest."

He said the following manufacturers have indicated interest in installing the outlets: General Electric Co., Emerson Radio & Television Co., Magnavox, Stromberg-Carlson, Stewart-Warner Corp., Crosley Div. of Avco Mfg. Co., Colonial Div. of Sylvania Corp., Industrial Television, Inc., Wilcox-Gay Corp., and Hoffman Radio Corp. One other "major" TV manufacturer, he said, also indicated interest but asked that the fact be kept confidential.

Zenith's Phonevision test, scheduled to be held in Chicago for a 90-day period was originally authorized to start Feb. 8. Zenith is asking that the start be delayed until Oct. 1st.

RADIO TO SURVIVE AS ECONOMIC FORCE, McCONNELL, NBC, PREDICTS

A prophecy that radio broadcasting will continue as an effective and vital force in American economy and society for as far ahead as anyone can currently foresee was given the South Carolina Broadcasters' Association last week by Joseph H. McConnell, President of the National Broadcasting Company.

"It is my conviction that sound broadcasting is now the basic advertising medium of the country, and that it will remain an effective and vital force in our economy and society for as far ahead as anyone can see", Mr. McConnell assured the South Carolina Broadcasters at their mid-year meeting at Myrtle Beach, S.C. "I do not mean to say that radio will not undergo drastic changes in the years ahead. No institution can remain static and survive in a changing world. Radio has been accommodating itself to shifting conditions ever since it was established a generation ago, responding to new requirements and reshaping itself as it went along.

"Today, radio's environment is being profoundly altered by the new force of television, and anyone who closes his eyes to that fact is whistling in the dark. But I am convinced that the sound broadcasting medium, which has lived and grown throughout the social and economic upheavals of the '30s and '40s, will adapt itself to the new environment of the '50s and '60s. It will do so because we, the broadcasters of America, will have the flexibility to develop the new services and business methods which radio needs for its future health.

"I have strong personal feelings on the matter, because my company has a major stake in sound broadcasting, and in television as well. While we are developing television to its maximum, we are determined to see to it that sound broadcasting will continue as a strong and useful medium on a permanent basis. The facts showing that this can be done are all around us."

Among the facts cited by Mr. McConnell were the great opportunities afforded to radio by today's market, with its increase in consumer demands and purchasing power, and the capacities of the broadcasting medium to capture its share of the country's growing advertising expenditure. He stressed that radio is not a single medium, but a group of media, with functions as varied as the demands of the market.

Stating that the equation for measuring radio's advertising value is size times impact in relation to cost, Mr. McConnell developed the fact that even after the full effect of television is taken into account, national radio will remain the biggest and most comprehensive medium in America, offering sales effectiveness at a cost which no other medium can match.

Those pressing for radio reductions on the basis of television's effect on radio listening are comparing radio's high value today with the super-values it offered when it was the only broad-

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casting service and they fail to compare the values of radio today with the present values of the printed media with which it competes, Mr. McConnell pointed out.

Although radio is providing great advertising values, the time will inevitably come, Mr. McConnell said, when radio rates must be reappraised and adjusted in order that the industry can continue in good economic health. The single objective of such a rate adjustment, he asserted, will be to keep the cost of advertising by radio in proper relation to its value so that no other medium can match radio's effectiveness at its cost. For as long as sound broadcasting retains this advantage, it will live and grow with advertising support, he declared.

Referring to the present international crisis, Mr. McConnell called upon the broadcasters to thwart the efforts of Communist agents to penetrate the broadcasting industry and sabotage it from within. It is not enough, he declared, to attempt to neutralize the efforts of Communist saboteurs by checking scripts for subversive material. Radio's message, he said, must affirmatively support and advance the ideals of American democracy and radio cannot accomplish this mission with confidence or effectiveness if it harbors traitors within its own house, he asserted.

"We propose to keep our own house clean to the very best of our ability", Mr. McConnell told the South Carolina broadcasters, "and I am sure that all other broadcasters will want to do the same."

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ALLEGED KILLER GIVES UP TO WINCHELL AFTER BROADCAST APPEAL

Walter Winchell, Hearst columnist and radio commentator, persuaded Benedict Macri, 37, sought for a year in the fatal stabbing of William Lurye, union organizer, to surrender to him.

Mr. Winchell had pledged that he would turn the \$25,000 reward offered by the International Ladies' Garment Workers Union to the Damon Runyon Cancer Fund.

The surrender followed a series of broadcast appeals made by Winchell. He appealed to Macri, pointing out that he had a wife and two children and never had been in trouble before. Macri operated a women's dress-manufacturing shop in the building in which the union organizer was killed.

"Come in, B.M., come in to me", Mr. Winchell appealed. "Don't forget, the \$25,000 reward is - for DEAD or ALIVE!"

The columnist met the fugitive and a go-between and shortly afterwards surrendered the wanted man to the police and entered a claim for the reward for the Cancer Fund, of which he is treasurer.

On Aug. 25, 1939, Louis (Lepke) Buchalter, head of Murder, Inc., and wanted as Public Enemy No. 1, surrendered to Mr. Winchell and was turned over to the authorities. He afterwards was convicted and executed.

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COLOR TV READY BUT CONDON EXPERTS WANT ONE SYSTEM ONLY

A committee of independent experts Tuesday, July 11, said color television may be safely authorized now, but only one system should be adopted.

The report was by the Senate's Advisory Committee on Color TV, set up a year ago.

Headed by Dr. Edward U. Condon, Bureau of Standards Chief, it included Newbern Smith, Bureau radio expert; Stuart L. Bailey, President, Institute of Radio Engineers; William L. Everitt, University of Illinois, and Donald G. Fink, Editor, Electronics Magazine.

The Committee asserted:

1. Color TV can be handled within the bandwidths now assigned to black-and-white.

2. Three systems - Radio Corp. of America, Columbia Broadcasting System and Color Television, Inc., are available in the band-width.

3. Because of wide differences in engineering details, the three systems are "mutually exclusive - one and only one must be chosen for general licensing."

The experts avoided a choice of the three.

The report is now being reprinted and copies may be had by addressing Senator Edwin C. Johnson, Chairman, Senate Interstate Commerce Committee, Washington, D. C.

In a reply brief filed Monday, July 10, with the Federal Communications Commission, the Columbia Broadcasting System pointed out that the "Proposed Findings of Facts and Conclusions" recently filed by RCA in connection with the FCC's color television hearings "are on their face clearly self-contradictory, incomplete and superficial."

Even a brief analysis of the RCA "Findings", the CBS "Reply" noted, discloses that the "so-called 'Findings' ignore the record, are against the great weight of the evidence, and in many cases are not even supported, but are actually contradicted, by the few citations which RCA has furnished."

Similarly, CBS said, CTI's proposed "Findings" are "subject to the same basic and fatal defect as RCA's document in their almost exclusive reliance on CTI's own witnesses, and in their wholly ignoring all adverse testimony."

The failure of the Radio Manufacturers' Association, Philco and DuMont to file "Findings", CBS noted, even though they had been invited by the FCC to do so, exposes the fallacies of their claim that color television should further be delayed.

The RCA brief concluded:

"The RCA case, in sum, is that its color system, by the use of the most advanced techniques of modern electronics, permits the highest color standards of any system before the Commission. The color fidelity of the RCA system is not compromised, as is that of CBS, by the necessity to select color primaries to reduce flicker. The RCA system is fully compatible - a factor of greatest importance in making it possible for the broadcaster to promote color now.

"The CBS case does not directly attack the fundamental capability of the RCA system to do what RCA says it will do. But, by concentrating on some of the apparatus defects which appeared at the RCA demonstrations of last Fall, CBS rides the theme that there is 'grave doubt' whether all these defects have been eliminated.

"This is the CBS of its proposed findings, and, in large part, the CBS of the hearings.

"But there is another CBS. When pressed on cross-examination by some of the Commissioners themselves, CBS gave some answers which are an interesting contrast to the 'grave doubt' theme of the CBS findings."

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TV SERVICE RATES LOWERED; BETTER BUSINESS BUREAU COMPLAINTS

The RCA Service Company this week announced reductions in its factory-service television contract prices resulting largely from the development of what it says improved RCA Victor television receiver chassis which is expected to reduce installation and normal servicing costs.

Offering performance with 30 per cent fewer parts and 20 per cent fewer connections, the new chassis is incorporated in all new RCA Victor television receivers, to be publicly introduced July 17.

In making the announcement, C. M. Odorizzi, Vice President in Charge of RCA Victor Service, voiced a warning that the television industry is facing a critical shortage of trained service technicians.

Hugh R. Jackson, President of the Better Business Bureau of New York, last week declared that the high volume of complaints received in connection with television set sales and servicing in the last five months had shown the need for a vigorous drive to curb the misleading practices and to give the public unbiased, authentic facts on essential points of buying sets and obtaining service.

While blaming the frauds on a small element of those in the trade, he called them a serious threat to a bright new industry.

In the first five months of this year, Mr. Jackson said, a total of 2,202 inquiries and complaints regarding radio and television were received. Complaints alone numbered 1,263, an increase of 233 per cent over the number received in the same category during the like period of last year.

This unusual rise in complaints was the highest for such a period during the twenty-eight years of the B.B.B.'s history, he added. The amount of increase ran far ahead of the estimated 110 per cent of set sales in the metropolitan area, and the total was 18 per cent of all merchandise complaints, compared to 7.9 percent last year.

Mr. Jackson offered a code of standards for the advertising and selling of television sets, radios and home appliances, prepared by the bureau and already endorsed by important trade groups in the city. This code will become effective on July 15, and will be administered by a new division of the bureau.

Three main phases of the campaign will be voluntary adoption of these standards, action where necessary by the new division, and distribution of a guide for consumers.

The guide, which gives forthright facts about television set reception, certain limitations of receivers and detailed advice on manufacturers' guarantees, and on types of service contracts, will be distributed through cooperating groups. These include a representation of nearly all of the city's 3,000 radio-TV retailers. Individuals may obtain copies at 10 cents each by addressing requests to the Better Business Bureau, 280 Broadway, New York 7, New York.

Emphasizing that the lower prices on RCA Factory-Service Contracts result largely from RCA Victor and RCA Service Company research, engineering, and experimentation which produced the new, more efficient, easier-to-service chassis, Mr. Odorizzi said that the lower prices would apply to two basic factory service contracts, providing, respectively:

Plan 1: Installation, a year's guarantee on parts and picture tube, and unlimited service for 90 days, with service as needed thereafter at a flat rate of \$5.75 per call.

Plan 2: Installation and a year's unlimited service and picture tube and parts protection at a "package" price.

For the full-year service and parts-protection plan, the new prices covering 10-inch and 12 $\frac{1}{2}$ -inch RCA Victor receivers are \$39.95 with built-in antenna and \$59.95 with standard outdoor antenna. These prices represent a substantial reduction in each category from the previous prices for 12 $\frac{1}{2}$ -inch receivers.

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MARSHALL FIELD'S CHICAGO NEWSPAPER ASKS \$64 TV QUESTION

(Reprinted from Chicago Sun-Times Talkies column by Kay Allen)

The Question: Which "normal activities" have you sacrificed because of TV?

The Place: Ohio and Michigan.

The Answers:

Mrs. Ruth Cohen, Garfield Park, housewife: "We haven't gone to movies much since we got our TV set. We used to enjoy going out to shows a great deal before. Also I used to play cards. Now we find that there are so many good programs to enjoy at home in our easy chairs. I wouldn't say we've 'sacrificed' anything; we've just changed our habits of entertainment."

Jack Hoefler, North Side, salesman: "In my case, pleasure interferes with business. I used to do a lot of calling on accounts before TV. Now I do very little business in the evenings. I don't see as many movies as I did. The shows on TV are a good substitute. I guess I save cash there."

Nancy Wright, North Side, singer: "I have a TV set at home and I enjoy it a great deal. As a matter of fact, I have appeared on TV. I think one would be foolish to 'sacrifice normal activities' for TV amusement, however. There's room for a lot of improvement in the programs on all stations."

T. N. Ford, North Side, salesman: "Why it's mostly reading and going to movies that I have given up. I used to read a great deal more magazines, books and newspapers. I saw many more shows. Now I find I learn a lot and am entertained too by staying right in the house watching TV."

Mary Saigh, Austin, student: "Having TV has affected mostly just my movie-going. I used to go to shows two or three times a week. I've gone to the theater twice in the last two months. You can see some good movies as well as other programs on TV."

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VAST COMMUNICATIONS IMPROVEMENTS NEEDED, ARMY TOLD

Despite the great progress which has been made in all forms of communications, they are still inadequate to meet requirements of the present, Brigadier General David Sarnoff warned at Fort Monmouth today (Wednesday, July 12).

Speaking at the U. S. Army Signal Corps ROTC Summer Camp attended by members of the Signal Corps, under the leadership of the Chief Signal Officer, Maj. Gen. S. B. Akin, who had as guests and Presidents and representatives of 40 colleges and universities, General Sarnoff declared that no nation will remain strong if it

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relinquishes even for an instant, its interest in the development of science and communications. He urged military leaders and educators to encourage the pioneering spirit of youth in science to make America's national defense more secure and to more readily achieve world peace.

"We live in an unstable world that faces sudden changes and unpredictable crises that call for swift action", declared General Sarnoff. "Therefore, communication facilities must be rapid, reliable and adequate. They can be used effectively to advance our purposes on the educational, commercial, political and military fronts."

The "Voice of America" is still a whisper, he said, and it reaches a trifling percentage of the world's population. He pointed out that an effective and world-wide network system of broadcasting is vitally needed.

"Should war ever come again, television will be a vital factor in communications on land, sea and in the air", he said. "No matter where a battle is waged, it will be under the eyes of television and will be viewed by the military strategists even across the seas. In fact, it is within the range of possibility that the general public itself may be able to see the action on a battle line while sitting in their homes in front of their television sets.

"Television must be extended beyond our borders and it is none too soon to begin in earnest the development of a system of international television. It can be done. If we add television and strengthen sound broadcasting in the international field, we shall be able to extend the Voice and Vision of America to many parts of the world. Our way of life and democracy in action could be seen as well as heard by people struggling for freedom from Communism.

"The need for direct and instant communication with all parts of the world calls for more channels than are now available for use in the radio spectrum. To meet this challenge we must develop additional channels in other parts of the spectrum. Also, we should increase the speed of communications by passing more information over the frequencies that are available. Ultrafax, a system of communication capable of transmitting a million words a minute, is beyond the laboratory stage. It is ready for military and commercial development.

"International telephony, too, is limited in its present speed and scope. There is need for wider services and greater flexibility."

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An Old Newspaper Pal Sizes Up Bob Kintner
(Robert H. Fetridge in "New York Times")

Not so many years ago we rubbed shoulders in Wall Street with a young financial news reporter of The New York Herald-Tribune, by name Robert (Bob) E. Kintner.

During the last war we would run across his name in the various jobs assigned him by the Army and noted in 1944 that he had received his medical discharge with the rank of lieutenant-colonel.

Just last week we were ushered into the office of the president of the American Broadcasting Company. And who should be staring at us from the desk in the corner? Yep! None other than Bob Kintner.

He had successfully bridged that gap between newspaperdom and a post of top quality in the business world. And, seemingly with the ease that a newspaperman can one day handle an intricate trial story and the next be in the midst of reporting a world war.

Kintner's introduction to the radio world was quite sudden and unexpected. He left the Army with the firm intention of returning to newspaper work. But he had hardly shed his uniform when Edward J. Noble, Chairman of ABC, and whom Bob had known in Washington as the Under-Secretary of Commerce, invited him to lunch. ABC had been a subsidiary of Radio Corporation of America and the junior network in the National Broadcasting System. When the Government split the ownership of the two networks, Mr. Noble stepped in, relinquished some of his duties as head of Life Savers Corporation and plunged into the radio broadcasting field.

At this luncheon, Ed said: "Why don't you come into radio?" In a matter of days, Bob was installed as Vice President of ABC. That was in 1944. Just this year he was elected President.

The transformation and interweaving of radio and television broadcasting has presented some mighty complex problems for the networks. " " "

Curiously enough, Bob has also emerged as one of television's master salesmen. Under his direction the network has just completed a record week from the standpoint of new programs purchased and television network sales. He has wrapped up eight evening half-hour periods to nine different sponsors, for gross business of \$4,000,000. If this sort of thing goes on, it won't be long before paid TV programs will span a twelve-hour period each day of the week and run over into other hours.

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Suggests Radio Weather Reporters Skip Barometer, Etc.
(W. A. Williamson in "The Washington Post")

If broadcasters of Weather Bureau reports realized how few listeners understood accurately the significance of barometer dial movements, they would omit all barometer talk for the same reason that the bureau omits it.

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"The barometer is falling", we are told. "So what", responds the listener. Bureau nontechnical, simple worded reports, are frequent. They omit reference to the celestial and terrestrial signs and portents being studied. Nothing is said about the captive balloons sent high aloft to record wind currents or the many other animate and inanimate sources being tapped for weather information. Our newspaper and radio simply give the end product, which "speaks to us with most miraculous order".

Thousands of Washington area early rising workers, keen for the early radio weather reports, live high up in apartment buildings. For at least the half of each year a look out of their windows discloses "darkness there and nothing more". Even during the Summer they lack means for noting roadway and walking conditions.

Each day's clothing and accessories decisions must be made quickly. So, if the radio voice will skip the barometer surplusage and the amusing solicitude for farmers in Maryland and Virginia and use a firm voice in telling what to wear and carry along, it will help no end.

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Attention Members of Congress!
(Reuter's-London)

The world's most elaborate amplification system, now being installed in every part of the new House of Commons, is the direct result of a wartime Churchill decision.

Planning the design of the new House, a team of members of Parliament, headed by Winston Churchill, then Prime Minister, decreed that so far as possible the new Commons should be a replica of the one destroyed by Hitler's bombs in 1941.

The old House was planned a century ago, however, and the high oak roof meant bad acoustics. Consequently, the new Commons will have 550 loudspeakers.

The eye of tradition will not be outraged either. Engineers have taxed their ingenuity and the loudspeakers are concealed cunningly in carvings on oak desks, on pillars and head rests and even hidden behind plaques bearing the portcullis design that is the symbol of the Commons.

Sound experts emphasize that amplification will be so gentle as merely to raise the voices of speakers to "comfortable hearing level" in every part of the chamber.

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TRADE NOTES

John S. Hayes, Vice President and General Manager of Station WTOP, Washington, D. C., will serve as Chairman of Business Employees' Unit I in the 1951 Community Chest Federation Campaign in the National Capital. Solicitation will begin early in October.

A new motion picture that shows the evolution of a modern television receiver, from designer's drafting board to finished product, has been produced by Philco Corporation and is being shown by the company's distributors throughout the country. Theme of the new movie, entitled "The Story of Philco Quality in Mass Production" is the precision and careful control of quality in each step of manufacturing television components as well as the complete receiver.

National Airport in Washington, D.C. is one of 44 terminals operated by the Civil Aeronautics Administration that will be equipped next year with the latest thing in aircraft direction-finders.

Known as "Very High Frequency Aircraft Direction Finders" (VHF-ADF), the device makes it possible for the airport traffic controller to know definitely which of the planes on his radar screen is communicating with him by radio.

A CAA spokesman said a contract with the Bendix Aviation Corp. calls for first delivery of equipment in July, 1951. Installation will begin a month later.

Rear Admiral Walter Albert Buck, U.S.N. retired, has been elected Vice President and General Manager of RCA Victor Division, Radio Corporation of America, to succeed the late John G. Wilson.

Admiral Buck has served as Operating Vice President of the RCA Victor Division since January 7, 1949. He had previously been President of Radiomarine Corporation of America, a service of RCA, which he joined upon his retirement in March, 1948, from the Navy. In retiring from the Navy, he ended a distinguished career of 30 years in the service, the last two of which he served as Paymaster General and Chief of the Bureau of Supplies and Accounts. For his services in World War II, he received the Legion of Merit with Gold Star and other honors.

A scheduled tour of American service bases in Germany by Ralph Edwards and his CBS "Truth or Consequences" show was canceled last week by the United States Army, because of lack of overseas military air transport, brought about by the Korean crisis.

Fourteen members of the cast had been flown from Hollywood to Westover Field, Mass., on Sunday, preparatory to taking off for Frankfurt, Germany. They were notified late last Thursday afternoon that the flight, scheduled for Friday morning, had been canceled.

The "Truth or Consequences" company had been scheduled to entertain at Heidelberg July 16, Frankfurt July 17, Wiesbaden, July 18, Berlin, July 19, Nurnberg July 21, and Munich July 22.

Ralph Edwards and his wife are in Europe already, having sailed June 27 on the S.S.America.

Leslie Atlass, CBS Central Western Vice President, and Manager of Station WBBM, has just introduced a new documentary series dealing with race relations in Chicago. The series is captioned "The Quiet Answer" and is set for a seven weeks' run.

Half-hour shows, written by Perry Wolfe, will make use of taped reports culled from about 100 hours of wire-recorded interviews conducted by Wolfe, Dave Moore and Fahey Flynn, narrator of the series.

Station's previous documentary, "Report Uncensored" carried in 1948, copped top public service honors including a personal presentation to Mr. Atlass by President Truman and Variety's showmanship award.

The RCA Victor Division of the Radio Corporation of America has completed arrangements under which the Commercial Credit Company, national financing organization, will finance sales of RCA Victor products from distributors to dealers, and will also underwrite time payment sales by dealers to consumers. While the pact applies to the company's complete line of products, it is expected that television and radio distributors and dealers will be the principal participants.

Mrs. Clarence Day, who controls the rights to "Life With Father", has filed suit in United States District Court for an injunction restraining the National Broadcasting Company from continuing presentation of its new program, "My mother's Husband" starring William Powell.

In her complaint, filed by Basil N. Bass, Mrs. Day alleges that "My Mother's husband" infringes the copyright covering "Life With Father" and represents unfair competition. She seeks damages of \$250 for each time that the program was heard. "My Mother's Husband" has been carried the last two Sundays by NBC.

Ed Wynn is the latest star in television and radio to move from CBS to NBC. The acquisition of Wynn follows closely on Groucho Marx' move to NBC and the signing of Bob Hope.

A new RCA Senior VoltOhmyst, first electronic service-type voltmeter providing direct peak-to-peak measurement of complex wave shapes up to 1400 volts is being offered by the Test and Measuring Equipment Section of the RCA Tube Department.

Especially designed for television signal tracing and industrial servicing, the new RCA Senior VoltOhmyst, WV-97A, contains a full-wave, high-impedance, high-frequency signal-rectifier circuit featuring wide frequency response and high voltage ratings.

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