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July 19, 1950

DOUBT TV IS HEADED FOR MOTHBALLS - ANYWAY NOT BEFORE ELECTION

One of the biggest nightmares the broadcasting industry has had in connection with war preparations is the rumor that because television is using 12 channels of six megacycles (6000 kilocycles) width, which might interfere with the radar screen to ring the country, all television stations, 106 to be exact, may be closed down. However, this is not taken too seriously in certain quarters.

Oddly enough, one of the first arguments advanced against the report is that it is too near the Fall elections and not only would Senators and Representatives up for re-election be deprived of one of the greatest publicity mediums yet devised, but high officials from the President down would likewise lose this valuable outlet. Furthermore, it would be a headache for any politician in a television area to have to try to explain the necessity for suddenly blacking out the 6,500,000 television sets of the country.

One observer pointed out that military authorities themselves may have encouraged the television shutdown rumor as an indication of what punishment could be meted out to broadcasters in case they allowed their commentators to become too critical - such a situation as General MacArthur has just had to deal with as a result of a subordinate trying to force newsmen to write only favorable things about the Army in Korea.

If true, there could certainly be no justification of this found in World War II. Under the voluntary radio censorship so wisely administered by J. Harold Ryan, it was doubtful if there was ever a single serious complaint that was not quickly adjusted. No nation probably ever received finer cooperation than the United States did from the broadcasters.

Much more plausible than the rumor that the television stations may be closed down is a report that the Government's call for essential materials used in the manufacture of television sets may cause a shortage of receivers in the Fall.

Frank A. D. Andrea, President of the Andrea Radio Corporation, revealed last week that the Army Signal Corps already has awarded contracts totaling more than \$36,000,000 to thirty-six component suppliers and set manufacturers for electronic equipment.

The contracts require manufacturers to supply tubes, amplifiers, power units and other parts and components used in television manufacturing. Mr. Andrea said the contracts aggravate a shortage of components and parts already a serious threat to huge production plans of manufacturers of television receivers.

New large-scale contracts for electronic equipment for the expanding armed forces are a strong possibility because of the Korean situation, Mr. Andrea went on. He said that the Navy had

just sent out invitations to virtually all suppliers to bid on a considerable quantity of components and parts and that many of the materials listed were used in the manufacture of television receivers.

Suppliers of resistors, small but vital components of television sets, are taking advantage of shortages in their product, Mr. Andrea reported. He said his company, "which is no RCA, Philco or Admiral", had to pay \$50,000 for a quantity of resistors during the week. In the preceding week, an identical quantity of resistors cost \$20,000, he added.

During the week one of the largest resistor suppliers in the country increased prices from \$10 to \$18 a thousand", he declared. "No reason was given for the action."

Resistors may well prove the bottleneck of television production. Without large-scale diversion for electronic products for the armed forces they are now on a thirty-nine week delivery basis, and further tightening of the supply will certainly cut production of television receivers.

"Some of the largest television manufacturers in the country are aware of the shortage that additional Government electronic contracts will cause in receivers", Alfred E. Zipser, Jr. writes in The New York Times. "Admiral Corporation, which plans to turn out 1,000,000 sets this year, has no contracts yet, but John Huarisa, Executive Vice President, is in Washington now talking with Government officials.

"A spokesman for the Radio Corporation of America, one of the companies receiving a contract for more than \$100,000 from the Signal Corps, said these contracts would not upset receiver production for the industry."

G. Fossum, General Manager of the Radio and Television Division of Stewart Warner Corporation said at a distributors' convention in Chicago last week:

"The Korean war is a factor which can overnight paralyze the television industry because of electronic needs of the armed forces. This can instantly curtail completely production of sets - this Fall or at any time from now on out."

"Right now", he said, "there is a shortage of component parts for television, as a result of which manufacturers cannot make all of the sets for which they have capacity."

Labor costs and material costs are going up, he added, and "there is a possibility of set prices increasing by October.

R. C. Sprague, President of the Radio, Television Manufacturers' Association, said immediate military needs for electronic equipment and components have not yet been disclosed, if actually drawn up, but informal estimates indicate that requirements for the Korean situation can be met by the industry without serious cutbacks

in radio-television civilian production. Over-all requirements for Korea, he said, are not expected to exceed 20 percent of the industry's output and may be only 10 to 15 percent, RTMA was told.

However, RTMA pointed out that the situation can become aggravated quickly and that in event of an all-out mobilization the entire resources of the industry will be required for military purposes.

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BRUCE GEDDES, SON OF BOND GEDDES, DIES IN NEW YORK

Bruce Bond Geddes, 42, radio broadcast engineer for United Nations at Lake Success and former broadcast engineer at Station WTOP in Washington, D. C., died in his sleep Sunday, July 16th, at Great Neck, N. Y.

Mr. Geddes was born in Omaha, Nebr. He attended Central High School in Washington and was a member of the Washington High School Cadet Corps. He also attended Maryland University and Bliss Electrical School.

His father, Bond Geddes, 20 Grafton St., Chevy Chase, Md., is Executive Vice President of the Radio Manufacturers' Association. His brother, Gail G. Geddes, of the National Association of Manufacturers' New York staff, died in an automobile accident three years ago.

Before joining Columbia Broadcasting staff in Washington, Mr. Geddes was with the old Atwater-Kent Manufacturing Co. in Philadelphia. He worked at WJSV and WTOP in the Capital for 17 years before going to the United Nations staff a few months ago.

He is survived by his wife, Mrs. Marjorie M. Geddes, and two daughters, Sue, 15, and Ellin, 7, and his parents, Mr. and Mrs. Bond Geddes.

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A.T. & T. TV NET TO PACIFIC COAST BY 1952

Extension of the American Telephone & Telephone Company's television network to the Pacific Coast, Leroy Wilson, President of the company said at a stockholders meeting, was expected around the end of 1951, though specific dates were hard to determine.

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FCC COLOR DECISION BY SEPTEMBER - MAYBE

Unless the war conditions knock everything into a cocked hat, the Federal Communications Commission reports it expects to hand down a final decision on color television by Labor Day.

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SUPREME COURT JUSTICE CENSURES RADIO, TV, TRIAL PUBLICITY

Dedicating the new law school building of Stanford University in California, Robert H. Jackson, a Justice of the United States Supreme Court, declared last Saturday, July 15, that radio, television, news reels combine to bring to jurors "matter which the judge rules to be inadmissible and keeps the lawyers from presenting in court."

He criticized the appearance of picket lines outside courtrooms but added "the picket line, by its very crudeness and self-evident impropriety, is likely to offend the juror." Therefore, he said, it may constitute less actual danger than "subtler and more respectable" influences.

"If the agencies that make and convey public opinion do not cooperate and respect the judicial process sufficiently to forego scooping it, pressuring it or circumventing it, fair trial in this country is headed in the direction we so deplore when we see examples of farcical trials abroad."

"There is often ground to suspect", he added, "that the forces that pressure the courtroom from the outside have had aid and comfort from the inside. And disorderly, obstructive, contemptuous or defiant demonstrations within the courtroom can only be charged to lawyers."

Mr. Jackson warned that all this leads to the growing attitude that judicial control of a court "is a sort of tyranny; that a courtroom ought to be a cockpit without rules, the trial a free-for-all, into which the participants are free to throw anything they please."

Referring to the organization of picket lines on behalf of litigants who, he said, felt that newspapers and radio commentators marshaled the weight of public opinion against them, Justice Jackson asserted that such efforts of course menaced the fairness of the trial process.

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STANTON, CBS, COMBINED NETWORK TIME CONFERENCE

The procedure by which the Association of National Advertisers Radio and Television Steering Committee would meet separately with representatives of four national radio networks to discuss declining radio time values was termed unnecessary yesterday, July 18, by Frank Stanton, President of the Columbia Broadcasting System. In accepting the A.N.A. bid to conferences on July 26, Mr. Stanton proposed that, for purposes of a scheduled presentation of radio listening study, a combined meeting of all network representatives be arranged. An A.N.A. spokesman said yesterday that such an arrangement was agreeable if all invited networks desire it. It had been felt that since the networks are competitors, they would prefer separate discussions in connection with the subject, including the presentation.

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KTSL GETS FIRST TV GRANT SINCE FREEZE

In the first such order since the big freeze began, the Federal Communications Commission last week authorized the Don Lee Broadcasting System to convert its experimental TV station on Mt. Lee to a full-fledged commercial station. Station for the first time last night used the call letters KTSL on the air. The experimental outlet, KM2XBD, has been in operation since 1931. Since 1948 it has had a temporary authority to handle commercial programs on Channel 2.

Thomas S. Lee Enterprises, operators of Don Lee, recently asked permission of the FCC to move its transmitter to Mt. Wilson, but the FCC has refused on the grounds that its freeze order prohibits new construction.

The Commission addressed the following letter to Lewis A. Weiss:

"The Commission has given consideration to your petition filed on June 26, 1950, requesting that the Commission grant immediately your pending application for 'modification of construction permit for commercial television facilities' in Los Angeles, California.

"The Commission does not agree with the statements contained in this petition that Don Lee is presently the holder of a commercial television construction permit. The application for extension of the construction permit issued to your organization before the war was expressly dismissed by the Commission by orders dated February 1, 1946 and September 30, 1946. The hearing that was held in Los Angeles treated your application as one for a construction permit for a new commercial television station. The records of the Commission are clear that both you and your counsel on numerous occasions have treated the instant application as one for a construction permit rather than an application for modification of an existing construction permit.

"Treating your petition as a request to grant an immediate construction permit on Mt. Wilson, the Commission is of the opinion that the 'freeze' policy - adopted September 29, 1948 - aside from other legal problems raised by the application - is a bar to favorable action on your application. However, the Commission is of the opinion that since you have been operating a television station from Mt. Lee since 1939 and since you have been operating that station on a full commercial basis pursuant to an STA since May, 1948 - prior to the institution of the 'freeze' - it would not be inconsistent with the 'freeze' policy to grant a regular construction permit for a commercial television station at the present location and with the present power and antenna height of your experimental television station on Mt. Lee as specified in BMPVB-246.

"Accordingly, pursuant to Section 1.383 of the Commission's Rules and Regulations, the Commission has granted your application on the condition that within 15 days from the date of this letter you file with the Commission an application for modification of permit specifying the present location and the present power and antenna height of your experimental television station on Mt. Lee."

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"FALSEHOODS" FULTON LEWIS ANSWERS TO "HITLER ADVICE" CHARGE

Senator Hubert H. Humphrey, (D.), of Minnesota, produced documents in the Senate last week purporting to show that Fulton Lewis, Jr., radio commentator, offered Hitler advice in 1940 on how to end the war between Britain and Germany.

Mr. Lewis issued a statement terming material in the documents "false-hoods out of the whole cloth". He added that "Senator Humphrey knew and has proof of that fact when he gave them to the press."

The commentator, according to the Associated Press, previously had denied giving advice to Hitler and had made public one of the documents, along with copies of letters to support his denial. He said that Mr. Humphrey also had copies of those letters.

Mr. Lewis said that Mr. Humphrey, in "carefully withholding" what Mr. Lewis called the "repudiation" of the documents, demonstrated the Senator's "ethics and intellectual integrity".

The documents say that Mr. Lewis proposed to the Nazis that Hitler appeal to President Roosevelt to bring pressure on Winston Churchill to end the "senseless pigheadedness" of England's resistance to Germany.

Mr. Humphrey said in a statement put in The Congressional Record that authenticity of the documents has been confirmed by the State Department. He added that he asked the department about the documents because of a June 21 story in The New York Post that described Mr. Lewis as a volunteer adviser to Hitler in 1940. The Humphrey letter to the State Department said:

"The charge that a prominent radio commentator secretly collaborated with Nazi agents and offered advice to Hitler is a shocking one."

The Senator demanded that "the full truth about this matter" be revealed.

In reply, the State Department confirmed the existence of documents mentioned in The Post story. It said that they had been seized from the Nazi Foreign Office by Allied forces in Germany. Dated July 26, 1940, one is a purported memorandum from the late Kurt Sell, then press adviser to the Germany Embassy in Washington, to the Nazi Foreign Office. The memorandum sent to Berlin from Havana, Cuba, said:

"Fulton Lewis approached me yesterday (Lewis), who has been friendly with me for twelve years, highly respectable, an American journalist, admiring Germany and the Fuehrer, a political commentator with Mutual Broadcasting, and who, a few months ago, received 60,000 enthusiastic letters on response to one single radio talk.

"L., who travels about a great deal, and on the occasion of Republican and Democratic conventions, came together with Americans of all strata and regions, declared that the people wanted no war, but were rather defenseless against Roosevelt's refined tactics, especially now that he has made Congress a yes-apparatus without a will of its own, by means of the cornucopia of gigantic contracts of all individual states.

"He requests therefore to be allowed to expound the following idea, which he has discussed with several serious-minded people: have the fuehrer send a telegram to Roosevelt of not more than 200 words x x x of approximately the following content:

"'You, Mr. Roosevelt, have many times turned to me with appeals, and have constantly expressed the wish to see a bloody war averted. I have not declared war on England, but on the contrary have constantly emphasized that I do not wish to destroy the British Empire. My repeated invitations to Churchill to be reasonable and to arrive at an honorable treaty of peace have been stubbornly refused by Churchill.

"'I know that it will go very hard with England if I really order total war against the British Isles. Therefore, I request you, for your part, to approach Churchill and to talk him out of his senseless pigheadedness.'

"Lewis added, Roosevelt would naturally answer with incivility and animosity; that didn't matter. But upon the North American people, and above all, upon South America, the appeal will make a deep impression and in no case would be interpreted in serious-thinking circles a weakness."

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MAYOR O'DWYER OPENS "TELEVISION WEEK" IN NEW YORK

Discounting "talk" about moving headquarters of the television industry from New York to Hollywood, Mayor O'Dwyer said yesterday (July 18) that the city would do everything possible to make New York the television capital of the world.

Speaking at a ceremony on City Hall steps marking Television Week, the Mayor predicted that by 1952 television would take political campaigning "back to the face-to-face contests of the Lincoln-Douglas debates when voters could measure one candidate against another".

He also accepted sixteen television sets donated to city hospitals and orphanages by the Joint Committee of the Television Industry, and thanked the donors on behalf of the shut-ins at the institutions.

A recording of Mayor O'Dwyer's appearance was shown on WNBT, in New York, the same evening. Participating in the program were Brig. Gen. David Sarnoff, Bernard Gimbel, Jack Straus, head of Macy's, Ed Wynn, Drew Pearson, and others.

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EDUCATORS TOLD ABOUT TAPE RECORDING POSSIBILITIES

Not heard from as frequently as some of the other members, Paul A. Walker, Vice Chairman of the Federal Communications Commission, in addressing the Institute on Radio-Audio-Visual Education, brought up the subject of tape recording.

"Science has provided the educator with still another teaching aid, the possibilities of which are just beginning to be tested", Mr. Walker said. "I refer to the tape recorder. This device is solving the dilemma of how schools can integrate into their classroom teaching and at their own convenience the programs they desire from both commercial and non-commercial broadcasting. Much of this valuable material has heretofore been lost to the schools. The State of Minnesota, for instance, hopes to have tape recorders for all of its 500 elementary and high school districts this Fall. The State plans to maintain a library of 400 to 500 titles. One of the problems that must be solved in this connection is clearance on certain commercial programs.

"The National Association of Educational Broadcasters is now setting up a tape transcription network with 26 stations already carrying five hours of programs a week. Among the top flight programs that are planned are those winning awards at the Institute for Education by Radio and the full-length dramas broadcast by BBC.

"Tape recording opens up exciting new vistas for the exchange of the cream of educational material between schools all over the nation."

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BINGHAMTON PAPER MAKES HIT WITH WEEKLY PROGRAM BOOKLET

The Binghamton (N.Y.) Press has introduced a new method of publishing radio program listings.

For the past ten years the Press has published the coming week's programs in the Saturday issue on a standard size newspaper page, surrounded by advertising.

The new form is known as "Paradio . . . The Parade of Weekly Radio Events in Booklet Form." While it is still published on a standard size page, listings and advertisements are so arranged that readers need follow three simple instructions: 1st - Cut across full width of page on dotted line; 2nd - Lay top half section over bottom half section; 3rd - Fold both sections along heavy center line.

The reader then has an eight-page booklet about quarter-page size with the local TV programs on the cover and one day's program listings on each of the following seven pages surrounded by paid display advertising.

"Paradio" is copyrighted by A. T. Tobey, Binghamton adman.

James J. Burnett, advertising director of the Press, states that "Paradio" has made a tremendous hit with local advertisers. Approximately 50% of the space of two standard size pages is used for radio listings, and the other 50% is devoted to paid advertising space. The advertising is so arranged that when the page is transformed into a quarter-page booklet the advertising appears on each page of the booklet.

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SOVIET POPULATION 211,000,000; 1,300,000 RADIOS

A United Nations survey showed yesterday, July 18, that fewer than 1 percent of the Soviet Union's 211,000,000 people were even potential listeners to the combined barrage laid down by the Voice of America and the British Broadcasting Corporation.

The survey, made public in London, prepared by the United Nations Educational, Scientific and Cultural Organization, said there were only 1,300,000 regular radio sets in all of the U.S.S.R. on the basis of 1947 estimates, the latest available.

There are also 6,500,000 "wired receivers" in Russia over which Government-monitored and approved programs are piped to Russian listeners. The only choice afforded to listeners is between one Soviet broadcast and another.

The report did not say how many of the 1,300,000 regular Russian sets were short wave and even capable of picking up the American and British broadcasts in Russian beamed at the Soviet Union.

The survey showed that the United States was the largest radio listening nation in the world and Britain the largest newspaper reading country. It said that in the United States every two persons owned a radio set and in Britain one daily paper was sold for every two people. In the Soviet Union only one daily paper is sold for every six persons.

The United States is leading in television broadcasting with ninety-eight stations and nearly 4,000,000 sets. Britain is second with two transmitters and 250,000 sets, followed by the Soviet Union with two stations and 50,000 sets. France, the last of the four countries in the world broadcasting regular television, has two transmitters and 25,000 sets.

The survey, compiled at the request of the United Nations Subcommission on the Freedom of Information and the Press, also included the following data:

Total circulation of daily papers throughout the world is nearly 219,000,000 a day; there are 160,000,000 radio sets and more than 44,000,000 cinema seats.

The United States is sixth as a newspaper-reading nation, preceded by Britain, Norway, Luxembourg, Denmark and Sweden. In Britain 570 newspapers are sold daily to each 1,000 persons; in the United States, 357.

But Britain is second to the United States in the number of radio sets. There are 566 sets to each 1,000 persons in the United States and only 227 in Britain.

The survey said that the Russian-wired receivers picked up broadcasts from Soviet stations and transmit them to subscribers by wire; the equipment in the listener's home consisted simply of a loudspeaker. The listener's choice is limited to the program selected for him, the survey said.

STROUSE, WWDC, WASHINGTON, HEADS BROADCASTERS' FM COMMITTEE

Membership on the 1950-1951 FM Committee was announced last week by the National Association of Broadcasters. The Chairman of the five man committee is Ben Strouse, WWDC-FM, Washington, D. C. Other members are: Frank U. Fletcher, WARL-FM, Arlington, Va.; Everett L. Dillard, WASH, Washington; Josh L. Horne, WFMA, Rocky Mount, N.C.; and H. W. Slavick, WMCB, Memphis, Tenn. All but Mr. Slavick and Mr. Horne are also members of the Association Board.

Alternate committee members are: Edward A. Wheeler, WEAW, Evanston, Ill.; Victor C. Diehm, WAZL-FM, Hazleton, Pa., and Matthew H. Bonebrake, KOCY-FM, Oklahoma City, Okla.

The committee's first meeting will be held in Washington, D.C., August 7-8.

The first day's session of this meeting will be open to all FM broadcasters who wish to attend to discuss special industry problems, Mr. Strouse announced. Some of the problems which will be on the agenda for this all-industry one day meeting will be: increased production of good FM receivers; removal of obstacles to establishment of network relays; agency recognition of FM and programming.

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BELIEVES RADIO FAR FROM "DEAD"

The obituary notices that have been written for radio broadcasting as television grows are considerably premature, in the opinion of Richard S. Testut, whose Muzak Corp. has stakes in both mediums.

"It is my belief that television will prove to be radio's best friend", Mr. Testut, a Vice President of Muzak, said. "I'll even forecast right now that in 10 years, radio will be bigger than ever, and, of course, television will be bigger, too."

Mr. Testut bases his belief on surveys and intimate contact with the situation as General Manager of Muzak's Radio and Television Division.

"Television is and will be for what I call the 'relaxing period'", Mr. Testut said. "Generally speaking, that is the evening. Only then can the majority of people take time to sit down and contribute the attention that television demands. "Except on trains, planes or buses, with which only a small percentage of the population is involved daily, television is for a stationary audience. For safety reasons, they dare not allow television sets in automobiles.

"In this connection, I'd like to point out that there are now more than 10 million radio sets in private cars. That's a big market that TV can't invade.

"There are more than 70 million radio sets in this country's homes. Forty million of those are turned on by housewives during the day while they are engaged in their housework. A woman can't be bounding around the house doing her work and still enjoy video. But that doesn't interfere with her radio listening.

"Television encourages people to stay home. How can that be bad for radio? The TV home will be a radio home, too, and, at least after the initial novelty of TV has worn off.

"There will be radio programs that some family members will prefer to what is on television at any particular time. This competition for audience also will sharpen the program quality of both mediums."

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STANDARDS BUREAU REPORTS ON ELECTRODYNAMIC AMMETER FOR VHF

In establishing standards for electrical circuits in the very-high-frequency region now so widely used by radio and television services, it is important to extend the direct measurement techniques used at lower frequencies as far as possible, the National Standards Bureau advises. Up to 300 megacycles per second the current flowing in a circuit whose physical dimensions are small with respect to wavelength is essentially a uniform quantity, and the electrical characteristics of small circuit elements may be determined directly in terms of voltage and current. This fact makes possible the establishment of a standard electrodynamic ammeter for the VHF range.

Such an electrodynamic ammeter design, employing a short-circuited ring coupled to a coaxial transmission line, has been the subject of a theoretical and experimental study by Max Solow of the National Bureau of Standards. His work extends a previous study by Turner and Michel at Yale University. Basically the method depends on a torque measurement on a conducting ring immersed in a field that does not change with frequency. This technique provides an absolute, broad-band measurement of high-frequency current, but several factors are critical in any actual design.

For minimum distributed capacitance and uniform current the short-circuited ring must be only a single turn, and the ring diameter must be small with respect to wavelength. For accurate inductance calculations the ring conductor should have a small cross section, but resistance then limits the current. A ring 1 centimeter in diameter of No. 20 copper wire is a practical size. When the ring current is small, the torque is also small, and the ring must be suspended on a delicate quartz fiber for accurate torque measurements. The coaxial line, acting as the primary current-carrying element for the electrodynamic ammeter, has several advantages over other forms of conductor. Its electromagnetic field can be calculated in a straightforward manner, and the line may be readily modified for calibration work with different types of radio-frequency ammeters.

Calibration of the electrodynamic ammeter may be accomplished directly and absolutely. A section of the coaxial transmission line, one wavelength long at 300 megacycles, is arranged with short-circuited ends to form a resonant cavity, and the torque ring is placed midway along the section. A known value of 300-megacycle power is fed into an input loop at one end of the cavity. Under these conditions the torque ring will be at a current maximum and a voltage minimum, and the measured torque on the ring will be due almost entirely to the magnetic component of the cavity field. The measurement is then repeated at 150 megacycles where the current and voltage relations are reversed, and the torque is due only to the electric component. One further measurement is needed for absolute calibration of the ammeter. The cavity resonance frequency is measured at both 300 and 150 megacycles with and without the torque ring in place. The resulting changes in frequency are then a measure of the field discontinuity introduced by the presence of the ring. After the torque and discontinuity measurements are completed, the instrument will be ready for use as a standard to calibrate other ammeters at very high frequencies.

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RECORD HIGH CIRCULATIONS MAINTAINED BY DAILIES

Daily newspaper circulations remain at an all-time high, with both morning and evening papers showing a slight increase for the period ending March 31, 1950 as compared with the same period a year ago. Sunday papers showed a small loss.

Evening papers again have the largest increase, 1.30% over 1949, while morning papers gained .60%. Combined evening and morning dailies reveal an increase of .96%; Sunday papers were down .40% under the 1949 figures.

The above percentages are based on the annual comparison made by Editor & Publisher of publishers' statements to the Audit Bureau of Circulations for the six-month period ending March 31, 1950, with those of the same period in 1949.

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COL. McCORMICK, WGN, HONORED

Col. Robert R. McCormick, Chicago Tribune editor and publisher, received an honorary life membership and citation from the DuPage County Historical Society on the WGN Saturday night radio program, featuring Col. McCormick's "History and Song" broadcast. The presentation was in recognition of his study and teaching of American history, his weekly historical broadcasts, and publication of local historical material in the Tribune.

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::: SCISSORS AND PASTE :::
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Hollywood Vet Speeds Up TV Photography
(Gladwin Hill in "New York Times")

After two years of research and technical innovation, Jerry Fairbanks, veteran Hollywood camera man and shorts producer, has perfected a method which makes possible the filming of a half-hour show in a single day. Customarily Hollywood takes a month to film an hour's cinematic entertainment.

Up to now films for TV generally have been made in either of two basic ways. One method, known as kinescope recordings, is to make a film off the face of the video picture tube. The other method is to film a "live show" by normal movie methods, a system which has not been too successful because of the need for an overwhelming mass of equipment and personnel and the limited budgets available for TV programming.

A live TV broadcast is usually the product of three cameras. In emulation, Fairbanks rejected the standard Hollywood one-camera approach (entailing long and costly repetition for different views of the same scene) and undertook simultaneous photography with three cameras. In this way, he reasoned, you could reduce filming time as close as possible to actual playing time. But the departure involved much technical and procedural pioneering.

What he has ended up with, in his "multicam" system, is a battery of three light, specially adapted movie cameras mounted on wheeled tripods so mobile they dispense with the cumbersome runways and tracks ordinarily used for movies.

The process also makes possible the incorporation in dramatic shows of out-of-studio action without awkward transition from live action to film, and with production facility comparable to in-studio work. For one production, an exciting outdoor chase on which a Hollywood company would have spent several days was shot in a single evening at a Long Beach amusement park.

Fairbanks figures that on the average \$6,000 or \$7,000 budget show, his system adds only \$1,000 to the cost of one-shot live production (along with making possible amortization through repeat performances); and that on a series, with various mass-production economies, costs can be brought below that of live production.

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Washington - A Beehive Of Indecision
(J. A. Livingston in "The Washington Post")

These are the rush-rush, early days of the last war here. The Potomac fever registers as soon as you pick up a telephone. Try to reach an old friend in the Pentagon or in the National Security Resources Board, one of the buddies with whom you fought the 1940-45 Battle of Washington. If he has any rank at all, his secretary is certain to say:

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"Mr. So-and-So's in conference. He'll be tied up indefinitely. May I give him your message?" Or: "He won't be back till 7 P.M., and I'm not sure of that. Will you call back?" Yet only a month ago, the same persons would have been delighted to receive a telephone call or to meet you at the Carlton for a two-hour swapfest.

Once again, Washington officials - from President Truman, Secretary of Defense Johnson, National Security Resources Board Chairman Symington, and Special Adviser on Foreign Affairs Harriman down - are in a dither. They're planning and replanning. Ideas are born by the minute and killed every half minute. This is Washington's hour of indecision. The President, and the men around him, know where they're going but they don't know how far, how fast, or the way they're going to get there.

How like 1940 and 1941. Then we were shipping armaments to Great Britain, yet weren't at war with Germany. Today we're fighting the North Korean armies of the Kremlin, yet aren't at war with Russia. Result, President Truman is in the same fix as Roosevelt was before Pearl Harbor. He doesn't know just how big a preparedness program to embark on.

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Would Let U.S. Also Hear "Voice Of America"
(Rachel Welch in a letter to "The Washington Post")

It has always seemed faintly comical that the "Voice of America" broadcasts were inaccessible to the American public for whom it claimed to speak. There should be official resumes in our papers, and English language editions of broadcasts over the regular stations. If the news is not too secret to broadcast to the rest of the world, it shouldn't be too secret to let us in on.

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NBC ACCREDITS 14 MORE AS WAR CORRESPONDENTS

In a move to bring the listening public the most up-to-date, complete and authoritative news if trouble should break out anywhere else in the world, William F. Brooks, NBC Vice-President in charge of News and International Relations, has arranged for the accreditation as war correspondents of 14 noted NBC news reporters and commentators. Most of them are seasoned World War II battle reporters.

In accition to NBC's corps of accredited correspondents in Korea, who are spearheaded by George Thomas Folster, NBC's veteran Pacific Theater expert, are Brooks, H. V. Kaltenborn, Leon Pearson, W. W. Chaplin, Robert Trout, Lockwood R. Doty, Henry C. Cassidy, Edwin Haaker, Merrill Mueller, Morgan Beatty, Edwin Newman, James Fleming, Frank Burgholtzer and Jack Begon.

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TRADE NOTES

News coverage of FDR's death in 1945 cost KMPC in Los Angeles \$11,310 in canceled programs, according to testimony given at the FCC hearing last week by station manager Robert O. Reynolds. He said the station devoted 61 hours to the event. Station owner, G. A. Richards, has been accused of slanting newscasts in favor of his alleged anti-Administration beliefs.

Reynolds further testified that FDR received almost twice as much air time during the 1940 presidential campaign as did his opponent, Wendell Willkie. Station logs introduced showed that FDR aired 28 speeches over the station to Willkie's 13.

Thomas P. Maguire has been appointed Sales Service Manager for the Columbia Broadcasting System effective July 31st. Mr. Maguire, Assistant Sales Manager for CBS since Aug. 10, 1942, replaces C. E. Midgley who is resigning to join Ted Bates, Inc.

Before joining CBS, Mr. Maguire was time and space buyer with the Blackett-Sample-Hummert agency (now Dancer-Fitzgerald-Sample) from 1931 to 1942.

Association of three radio, television and recording equipment companies in a net integrated firm was approved last Friday by their Boards of Directors. The plan as outlined by Leonard Ashback, who heads all three companies, is this:

Wilcox-Gay Corp. of Charlotte, Mich., will make a new issue of stock to purchase Garod Radio Corp. and Majestic Radio and Television, Inc., of Brooklyn, N. Y. Additional stock will be offered to the public to provide working capital. The new firm then will be called the Wilcox-Gay-Majestic Corp.

A bill introduced in the Oregon Legislature would make it illegal to sell liquor promotively advertised through newspapers, magazines, circulars, posters or radio broadcasts. The ban would be effective, according to provisions of the measure, if the beverages were advertised in national publications circulated in Oregon, or on radio broadcasts heard by listeners in Oregon.

Gene Jones, of The Washington Post, and Charley, of The Washington Herald, 25-year-old twins, photographers, have just resigned from their papers and are now enroute to Tokyo to cover the Korean war as a newsreel team for the National Broadcasting Company television network.

It was about six years ago that they packed up their gear, took a pull at their new Marine uniforms and headed for the Pacific, where they served as combat photographers for 21 months. Gene was with the Fourth Marine Division and Charley did his island hopping with the Fifth Marine Division. They finally caught up with one another during the assault on Iwo Jima.

7/19/50

Samuel LeSavoy, President of the McCosker-Hershfield Cardiac Home at Hilburn, N. Y., a nonsectarian institution for the free convalescent care of needy adult cardiac patients, expressed the hope this week that the home's facilities could soon be tripled. The home was founded in 1945 by Alfred J. McCosker, former Chairman of the Board of radio station WOR, and Harry Hershfield, the columnist and humorist, and is said to be the only institution of its kind in the country.

The home has facilities for forty patients at a time, or about 400 in a year. Mr. LeSavoy said it was hoped that the capacity would be 150 patients, making the home available to about 1,500 a year.

Sentinel Radio Corporation - Year to March 31: Net profit, \$47,717, equal to 13¢ a common share on net sales of \$9,072,994, compared with \$16,306, or 5¢ a share, on sales of \$6,078,634 in the previous fiscal year.

Reaffirmation of their belief in AM broadcasting as an effective and lasting medium for mass audiences was the central theme of the general managers' conference of six Gannett radio stations at Rochester, N. Y. last week.

This opinion - unanimous among the conferees - was based on extensive surveys of listenership. That research was aimed to promote "creative development, new programming ideas and a strong policy of production", according to C. Glover Delaney, Manager of Station WHTT, Hartford, Conn., and Chairman of this year's conferences.

A report of the N. Y. Public Library based on the latest available surveys in the communications field says 90 to 95 per cent of adults listen to the radio fifteen minutes or more a day; 85 to 90 per cent read one or more newspapers more or less regularly; 60 to 70 per cent read one or more magazines regularly; 45 to 50 per cent see a motion picture once every two weeks and 50 per cent claim to have read at least one book in the last year. Television figures were not yet available.

A new edition of "Headliners for Hams", handy reference folder containing the latest technical data on 30 RCA "Ham" Preference Tube Types for the radio amateur, is available at the RCA Tube Department, Harrison, N. J.

Julian G. Armstrong, 52, Director of Network Planning and Development for the DuMont television network, died Monday, July 17, at the Post Graduate Hospital in New York City after a long illness. He served with the Navy Department and War Production Board during the past war, and joined the Allen B. DuMont Laboratories, Inc. in 1944.

In Jan. 1945, Mr. Armstrong supervised the construction of Washington, D. C.'s original video station, WTTG. He subsequently planned the transmitter for Pittsburgh station WDTV.

Mr. Armstrong resided at Georgetown, Conn. He is survived by his wife, the former Mary Louise Caldwell.

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