



# HEINL NEWS SERVICE

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INDEX TO ISSUE OF JULY 26, 1950.

NILES TRAMMELL

Truman Made To Order For TV In 1952 - Come What May.....1

Democratic FCC Nixes Democratic Chairman's Dewey Complaint.....3

Sarnoff Leads In Pledging RCA Resources To Pres. Truman.....4

White Directs Long Lines Publicity; Wood To Gen'l Info. Dept.....5

Sen. Johnson Goes To Bat For FM; Urges It In All TV Sets.....6

WGN-TV Covers Big Chicago 4-11 Fire From Own Window.....6

WCBS, N.Y., Cleared Of Religious Censorship Charges.....7

To Take A Dose Of His Own Medicine.....8

Transit Radio Sales Increase Tenfold; Affiliated FM Apace.....8

Emerson TV Price Increase; Material Scarcity, Government Needs...9

"Voice" Broadcasts Continue In Korea; Listeners Number Unknown...9

Consolidated Edison Uses TV To Check Unnecessary Smoke.....10

BBC Building A Pentagon - Bombs To The Contrary Notwithstanding.10

6,510,500 TV Sets In U.S., NBC Expert Says.....11

TV Families Tune In Radios In Other Rooms.....11

Modern War Correspondents Carry Tape Recorders, Movie Cameras...11

FM Radio Refresher Courses For New York City Doctors.....12

Scissors And Paste.....13

Trade Notes.....15

July 26, 1950

TRUMAN MADE TO ORDER FOR TV IN 1952 - COME WHAT MAY

by Robert D. Heintz

Apropos the rumor that television broadcasting might be cut off because it interferes with war radar, it would seem very much to the interest of the Republicans after President Truman's superb teletechnique in presenting the war situation to the people last week if television, if television could be closed down not only until the Congressional elections are over but until after 1952.

Even though as yet television is only available in comparatively few cities, probably more people saw and heard Mr. Truman's Korean plea than ever did in all his whistle stops put together. Add Mrs. Truman and Margaret and the picture for election purposes would be perfect. Also add the fact that by 1952 the coaxial cable to the Pacific Coast will further have cemented the East to the West.

Oldtimers who remember what a terrible time Mr. Truman used to have through lack of experience on the radio, could hardly believe their eyes and ears at the way he handled himself in bringing the Korean situation home to his listeners.

Likewise there should be a word of praise for the high quality of the transmission and the really great photography. Just as portions of printed editorials are emphasized with bold-faced type, just so did the cameramen play up important parts of President Truman's speech by large full-face close-ups so that every expression of the President could be seen and the earnestness with which he spoke fully realized.

As Jack Gould of The New York Times well said: "Television had greatness that night!"

"President Truman's appearance on television last night (Wednesday, July 19) will be remembered. For the first time in a period of national emergency, the person at home not only heard the fateful call for sacrifices to preserve his freedom, but also saw the grave expressions of the President as he explained to the country what it would mean. In millions of living rooms - from Boston to the suburbs of St. Louis - history was personalized last night.

"As matters turned out, it was not that President Truman's address in itself contained any major surprises; most of what he said had been included in his earlier message to Congress. The effectiveness of the telecast lay rather in more intangible yet infinitely real factors. There were both the reassurance and the increased understanding that come from being told the worst on a face-to-face basis and from seeing the added gesture which so often gives life and meaning to the spoken word.

"The setting for the President's broadcast was almost austere. It took place in a room in the White House where the American Flag and the Government Seal had been set in the background. The President spoke standing up before a lectern on which there were two small microphones.

"The President was dressed in his familiar dark, double-breasted suit, the emblem of the American Legion showing in his lapel. He wore a figured tie, the design of which was not too clear on the screen, and a handkerchief in his breast pocket.

"The President spoke quietly but authoritatively. In the close-up 'shots' his jaw was firmness itself. His face seemed slightly lined by the worries of his office but his manner was brisk and to the point. For the most part his head was bowed over his manuscript, but periodically he lifted his face.

"He emphasized his words in several ways. Only once did he audibly tap the top of the lectern - when he warned that we must be prepared for similar acts of aggression in other parts of the world. His face took on an air of incredulity - almost as a man might wonder over the act of a wayward grandchild - when he ex-coriated the housewife who has started hoarding sugar.

"Both in his face and in his voice there came almost a suggestion of the derisive when he noted that Soviet Russia was the only major government which had not supported the United Nations move to restore peace. Usually he underscored a telling phrase merely by a gesture with one or both hands.

"It was in the final moments of the telecast that the human equation came to the fore on the television screen. After finishing his address he waited for the announcer to give the signal for 'The Star Spangled Banner.' Apparently assuming he was off the air, he looked at the wristwatch on his left hand to check his timing. Then, as he turned to his right to leave the lectern, he could be seen smiling.

"By just being itself, television had greatness last night."

On the other hand, Drew Pearson took a sour view of Mr. Truman's broadcast, writing:

"The other night on the radio, as I listened to President Truman telling the Nation about the Korean war, I couldn't help comparing his broadcast to FDR's during the war. One gave you the impression of the master at the helm; the other of a sincere, somewhat inadequate little guy who was trying to do his best.

"I have also been reading the 'letters from readers' in the Washington newspapers of late, and noted the very large amount of misunderstanding, criticism, and opposition to war in Korea.

"Perhaps the President read these letters too. Perhaps they helped induce him - three weeks late - to tell the American



people about the fundamental issues of the war. In contrast, I recall that President Roosevelt went on the air immediately after Pearl Harbor and immediately after other grave crises - because he knew that it was so all-important to keep the American people informed and to have their support.

"Obviously, Truman must feel the same way; but he both forgets about it and lacks the polished touch and sure-fire know-how of his predecessor.

"So I couldn't help thinking, as I listened to Truman's sincere, high-pitched, and somewhat belated explanation to the American people, that what more Americans need to do, instead of carping and criticizing, is to pitch in and help out."

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DEMOCRATIC FCC NIXES DEMOCRATIC CHAIRMAN'S DEWEY COMPLAINT

A Democratic Communications Commission disregarded politics and gave a decision last week to Republican Governor Thomas E. Dewey of New York and the Columbia Broadcasting System in a broadcast the Governor had made in May. Paul E. Fitzpatrick, Democratic State Chairman of New York had claimed that it was political in nature and a distinct time abuse.

In stating its verdict the Commission addressed the following letter to Mr. Fitzpatrick:

"This is in further reference to your complaint which alleged that an address by Governor Dewey over the facilities of the stations affiliated with the CBS network on May 2, 1949, entitled 'A Report to the People of New York State' was political in nature and contained statements of a controversial nature. The CBS reply stated, in substance, that it was necessary to distinguish between the reports made by holders of office to the people whom they represented and the partisan political activities of individuals holding office. You state, for example, that it is necessary ' . . . to distinguish between the President as President and Harry S. Truman as a candidate for office. Likewise between the Governor as Governor and Thomas E. Dewey as candidate for office in New York State; or a Governor proposing a legislative program and a Governor reporting on his stewardship.'

"The Commission recognizes that public officials may be permitted to utilize radio facilities to report on their stewardship to the people and that the mere claim that the subject is political does not automatically require that the opposite political party be given equal facilities for a reply. On the other hand, it is apparent that so-called reports to the people may constitute attacks on the opposite political party or may be a discussion of a public controversial issue. The Commission's views with respect to the duties and responsibilities of broadcast station licensees to make available opportunities for the expression of opposing views concerning controversial issues of public importance were set forth in



the Commission's report in The Matter of Editorializing by Broadcast Licensees. Consistent with the views expressed by us in that report, it is clear that the characterization of a particular program as a non-political address or the characterization of a particular program as a report to the people does not necessarily establish such a program as non-controversial in nature so as to avoid the requirement of affording time for the expression of opposing views. In that report we stated '.....that there can be no one all embracing formula which licensees can hope to apply to insure the fair and balanced presentation of all public issues ... The licensee will in each instance be called upon to exercise his best judgment and good sense in determining what subjects should be considered, the particular format of the programs to be devoted to each subject, the different sides of opinion to be presented, and the spokesman for each point of view.' The duty of the licensee to make time available for the expression of differing views is invoked where the facts and circumstances in each case indicate an area of controversy and differences of opinion where the subject matter is of public importance.

"In light of the foregoing, it does not appear that there has been the abuse of judgment on the part of Columbia Broadcasting System such as to warrant holding a hearing on its applications for renewal of license."

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SARNOFF LEADS IN PLEDGING RCA RESOURCES TO PRES. TRUMAN

One of the first to pledge fullest cooperation in the national effort was the Radio Corporation of America. Immediately following President Truman's Korean broadcast, Brig. General David Sarnoff, Chairman of the Board of RCA, telegraphed Mr. Truman at the White House:

"Please accept my congratulations on your illuminating messages to the Congress and the people of the United States which set forth frankly and clearly the seriousness of the situation we face and the efforts of our Nation to resist aggression and help preserve world peace.

"Speaking for the Radio Corporation of America and its subsidiaries which include the National Broadcasting Company and the RCA Communications, Inc., and for our officers and employees at home and abroad, I pledge you our fullest cooperation in the national effort. We are at your service."

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WHITE DIRECTS LONG LINES PUBLICITY; WOOD TO GEN'L INFO. DEPT.

Harold A. White, formerly area plant manager at St. Louis, was appointed Director of Public Relations last month, in charge of the Information Department. Mr. White succeeded Kenneth P. Wood, Assistant Vice President, who was transferred to the A. T. & T. Information Department at 195 Broadway, New York.

Mr. White has had experience in various areas of operation in the Long Lines Department. During the war, he occupied the post of district plant superintendent in Washington.

Following the war, he returned to New York as Staff Supervisor of Overseas Services. He continued in this capacity until the Summer of 1948 when he became General Service Supervisor in the Plant, a post he held until March, 1949, when he was appointed Area Plant Manager at St. Louis.

A native of New Haven, Conn., Mr. White was graduated with a B.S. in I.E. degree from Yale's Sheffield Scientific School in 1928. After joining the Long Lines Plant group in New York in July of that year, he held various plant assignments before he was placed in charge of personnel activities in Plant Division Seven in 1938.

Mr. Wood, who has directed the Information Department for the past two years, now heads the General Information Department group at "195" which handles the company's advertising, publication of booklets and pamphlets, and the preparation of certain material for Bell System employee magazines.

Mr. Wood came to the Long Lines Information Department in April 1948, after 18 years of experience with the Illinois Bell Company at Chicago, first in the Traffic Department and then in the Public Relations and General Information Department. A native of Chicago, he was graduated with an A B. degree in English from Wabash College in 1930. He later took business courses at night at Northwestern University.

During his 10 years in the Illinois Bell Traffic Department, Mr. Wood was successively student assistant, Assistant District Traffic Superintendent and Traffic Supervisor in the General Employment Supervisor's office and later in the General Traffic Supervisor's Section. When he transferred to the Public Relations and General Information Department in 1940, he was Employee Information Supervisor, but in the following years his responsibilities were broadened to include public as well as employee information.

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SEN. JOHNSON GOES TO BAT FOR FM; URGES IT IN ALL TV SETS

Sen. Ed C. Johnson (D), Colorado, Chairman of the Senate Interstate and Foreign Commerce Committee, gave FM quite a shot in the arm in a letter written to Irving R. Merrill, Director of the University of South Dakota's FM station at Vermillion, S. D. It had to do with the installation of FM tuners in all television sets.

Senator Johnson said he knew of no Federal agency having authority "to require manufacturers to install any particular device", but observed:

"It seems to me that if everybody interested in FM could and would get together and have a frank and full discussion of their problems and the future of FM and come up with some concrete and specific policies which represent a consensus of views, there would be a good chance of having such views implemented to the extent that they can be by the authority of the Commission (FCC).

"Moreover, even if their implementation were not within the orbit of administrative action, it would seem likely that they would get a respectful hearing if they did, in fact, represent the united position of all who are interested in the future of FM."

Referring to the installation of FM tuners in TV receivers, he said he had "taken an interest in this problem" and that "in recent days the matter has again been called to my attention by Mr. Hull (Richard B. Hull, President) of the National Association of Educational Broadcasters, and Morris Novik of New York (President of WLIB)."

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WGN-TV COVERS BIG CHICAGO 4-11 FIRE FROM OWN WINDOW

The Chicago Tribune's television station WGN didn't have to leave its studios to cover one of the biggest downtown fires the city has seen in many years.

It was a 4-11 blaze in a paper warehouse on the waterfront near the Loop a few hundred yards from the Outer Drive. All WGN had to do was to aim a television camera from a window of the Tribune Tower and broadcast a special showing of the fire while it was at its height. Thus not only the television audience but firemen at stations due to respond to additional alarms were able to view the progress of the blaze and thus be better prepared if called upon to respond.

The fire was of further interest to WGN in that the "Joseph Medill", one of Chicago's new fireboats, named after the founder of the Chicago Tribune and recently dedicated by Col. Robert R. McCormick, got its baptism fighting a real fire and according to Chief Fire Marshal Mulvaney worked "perfectly".

Several Chicago radio stations broadcast on-the-spot descriptions of the fire.

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WCBS, N.Y., CLEARED OF RELIGIOUS CENSORSHIP CHARGES

The Federal Communications Commission last week refused to go along with the American Council of Christian Churches in New York in its demand that the renewal of the license of WCBS, New York, Columbia's No. 1 outlet, be withheld until that station has changed its policies with respect to the presentation of religious broadcasts.

The FCC replied to the Council as follows:

"The petition states, in substance, that CBS discriminates against the American Council of Christian Churches in the amount of time which it allocates to that organization and that the licensee's policy, which requires religious speakers to present their views affirmatively and to refrain from attacking the religious views of others, is an act of censorship which discriminates against the American Council of Christian Churches. A copy of your petition was forwarded to CBS with a request that CBS furnish the Commission with its comments.

"The Commission has considered the facts alleged in your petition and the comments of CBS has submitted in reply. It does not appear from the information which has been made available to the Commission that the Columbia Broadcasting System has discriminated against the American Council of Christian Churches in the allocation of time for religious broadcasts over Station WCBS. Your petition contains no information with respect to the number of persons or faiths represented by the American Council of Christian Churches as compared with the number of persons and faiths represented by other religious organizations having different views. In addition, it appears that CBS has in the past offered your organization broadcast time on WCBS for the presentation of religious programs and that such offers have been rejected by your organization.

"With respect to your contention concerning the policy of WCBS which requires persons making religious broadcasts to state their views affirmatively and to refrain from attacking the views of others, your attention is invited to the Commission's Memorandum Opinion and Order In Re Petitions of The New Jersey Council of Christian Churches, and The Bible Presbyterian Church, Collingswood, New Jersey vs. The City of Camden (WCAM), Camden, New Jersey. In that Memorandum Opinion and Order a similar charge was made and the Commission stated:

"It does not appear that imposition of such requirements by the City of Camden in connection with the grant of sustaining time for the broadcast of religious services goes beyond the area of discretion in which licensees are free to make decisions as to the operation of their stations. We cannot say that a station operates contrary to the public interest because it restricts the use of radio time, made available free to the various religious denominations in the community for the broadcast of religious

services and other devotional material, to the purposes for which the time was intended and refuses to allow any of the participants to make attacks on other church groups or to engage in any name-calling.....'

"In the light of the foregoing considerations, your petition is denied."

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TO TAKE A DOSE OF HIS OWN MEDICINE

Brig. Gen. David Sarnoff, Chairman of the Board of the Radio Corporation of America, will be guest on "Meet the Press", Sunday, July 30 (5:00 P.M., EDT) over the NBC television network. The program will originate in New York for this telecast only.

Members of the press who will interview Gen. Sarnoff will be Warren Moscow of the New York Times, Ernest K. Lindley of News-week magazine, Ben gross of the New York Daily News, and Lawrence Spivak of the American Mercury magazine. Martha Rountree will moderate the program.

Printed text of General Sarnoff's testimony regarding the "Voice of America" before the Subcommittee of the U. S. Senate Committee on Foreign Relations, July 6th, is now available. Copies may be had by addressing the Radio Corporation of America, 30 Rockefeller Plaza, New York, N. Y.

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TRANSIT RADIO SALES INCREASE TENFOLD; AFFILIATED FM ASPACE

Some FM stations affiliated with Transit Radio, Inc., Cincinnati, currently are turning out a profit and others "are close to it", R. C. (Dick) Crisler, President of Transit Radio, Inc., has revealed.

He made that observation during the firm's second anniversary week July 10-17, recalling advent of the service July 10, 1948, in Covington, Ky., and adjoining areas. One hundred receiving sets were originally installed by the Cincinnati, Newport and Covington Railway.

Reviewing TR's accomplishments, Mr. Crisler said national sales are running in excess of \$14,000 - about 10 times that of a year ago - and predicted billings would triple current figures by this December.

Twenty-one transit firms now are under contract to local stations, who are represented by Transit Radio, Inc., Mr. Crisler added. By September the number of radio-equipped vehicles will be in excess of 4,500, he estimated.

Transit Radio now has 246 national advertising accounts.

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EMERSON TV PRICE INCREASE; MATERIAL SCARCITY, GOVERNMENT NEEDS

That there would be price increases from 13 to 16% on Emerson television sets was made known by Benjamin Abrams, President of the company, in New York Monday, July 24. Mr. Abrams said:

"In view of increasing difficulty in obtaining critical materials and prices of certain components, further increases may be made later", he declared.

"Increasing requirements on the part of the Government for electronic equipment are expected to tax the company's production capacity to the limit."

None of the other large television producers is planning price rises at this time, it was indicated. Most, however, admitted that material cost increases may become sufficiently numerous to force prices up later.

The Emerson increase came as a surprise to many trade members, a spot check of the city disclosed. Although the company had warned that prices on the new line shown for the first time last month were "interim", trade members did not expect increases before September.

In explaining the company's move, Mr. Abrams said that the "interim" price plan had been adopted to stimulate buying at the consumer level. He said the plan was successful.

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"VOICE" BROADCASTS CONTINUE IN KOREA; LISTENERS NUMBER UNKNOWN

The Voice of America is still probably getting its story through to Koreans from at least four Korean broadcasting stations, State Department officials said in Washington.

The broadcasts to Korea consist largely of Korean war news and the official war reaction in Washington. The war news is based entirely on Gen. Douglas MacArthur's communiques and news both favorable and unfavorable to the United States is broadcast impartially,

The propaganda part of the broadcast reflects the present State Department policy. Communists are blamed for the June invasion and the Soviet Union is criticized for its attitude toward the invasion.

The North Koreans are backing their military action with a well-oiled propaganda machine.

In the month since Communist forces first swept across the Thirty-eighth Parallel, the Pyong-lang radio has been the voice of North Korea. This station in the North Korean capital transmits an almost constant flow of words to all who will listen to the Communist side of the story.

The Pyongyang radio calls the fighting a "war of liberation" from the yoke of "the Syngman Rhee gang and foreign imperialists". Even now, after thirty-one days of fighting, it occasionally says its forces are repelling an "invasion" by "puppet forces and foreign aggressors."

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CONSOLIDATED EDISON USES TV TO CHECK UNNECESSARY SMOKE

The Consolidated Edison Company Waterside station in New York use television as a watchman to detect unnecessary smoke - which means loss of power. The cameras are set up on the roof of 674 First Avenue, a part of the sprawling structures that cover the area from First Avenue between Thirty-eighth and Fortieth Streets to the East River. They are aimed at the top of the 250-foot stack in the northeast corner of the roof.

A spokesman pointed out that this application of television still is in the experimental stage. The cameras were put in operation less than two weeks ago and are in movable wooden housings resembling sedan chairs of the eighteenth century.

The company official called the white substance "stack emission" and said it was composed of gases, small particles of fly-ash and precipitating matter that escaped the high voltage electrodes, which remove 95 per cent of these particles from the furnaces. Fly-ash was defined as microscopic dust, mostly silicon.

"We almost never make smoke", he said emphatically. "Smoke is unburned particles of carbon and it is not only a nuisance, but wasteful."

The company has been using television for the last two years in another phase of power generating. On top of the 128-foot boilers are superheated drums containing a mixture of water and steam, which must be kept in constant ratio. By means of lights and prisms, the steam is made to appear red and the water green in glass tubes.

Television cameras focused on the tubes translate the red to white and the green to black, making it possible for men in another control room to regulate fuel intake and forced drafts to meet requirements.

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BBC BUILDING A PENTAGON - BOMBS TO THE CONTRARY NOTWITHSTANDING

One would think the British Broadcasting Corporation might have learned a lesson and not be building for its new radio centre what appears from the pictures to be such a Pentagon-like, bomb-proof target. The name of the architect is not given but the common report in Washington is that a well known amateur architect thought up the U. S. Pentagon - the late Franklin D. Roosevelt.

Pictures of the great thirteen-acre radio centre planned by the BBC at White City, Shepherd's Bush, London, may easily be mistaken for another Pentagon. Priority is being given to the television studios which will be housed in the circular section. Meanwhile a new television studio has been opened at nearby Lime Grove and will be mainly devoted to the transmission of children's programs.

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6,510,500 TV SETS IN U.S., NBC EXPERT SAYS

The number of television sets installed throughout the country reached a total of 6,510,500 on July 1, according to estimates released yesterday (July 25) by Hugh M. Beville, Jr., NBC Director of Plans and Research.

Installations of new receivers in the month of June were estimated at 296,400. This is the lowest monthly total since September 1949, reflecting the normal seasonal decline in the sales of television sets. Also it represents a decline of 42 per cent from the March, 1950, total of 508,000, which was the highest of any month to date.

The present 6,510,500 sets are distributed in 62 television markets. New York leads with an estimated 1,410,000 sets, followed by Los Angeles with 554,000 sets and Chicago with 545,000.

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TV FAMILIES TUNE IN RADIOS IN OTHER ROOM

When Father gets home and decides on choice of television programs, other members of the family quietly but firmly are turning more and more to the old standby, radio, for entertainment in another room.

This was indicated in recent Pulse surveys of simultaneous listening to radio sets and watching TV in 10 cities from coast to coast. In New York, for example, the percentage of all homes using radio and TV at the same time averaged 0.3% during 1949, 1.6% during January-February, 1950, 2.3% during March-April, 1950, and 3.0% during May-June. The general trend in other cities also was upward.

Reason Dr. Sydney Roslow, research director of The Pulse, Inc., suggested, "The novelty of TV is wearing off. In the absence of a second TV set, some members of the family are turning to radio. And perhaps, too, there is some improvement of radio programs."

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MODERN WAR CORRESPONDENTS CARRY TAPE RECORDERS, MOVIE CAMERAS

One of the most famous photographs of World War II showed General Douglas MacArthur wading ashore in the Philippines, with a CBS correspondent, portable typewriter under his arm, sloshing through the Pacific a few strides behind him.

"Today", says Wells Church, Editor-in Chief of CBS News, "that picture of a radio correspondent armed only with a typewriter is obsolete.

"The modern radio and television war correspondents", says Church, "resembles the pack soldier. He carries with him not only his typewriter, but a Minitape recorder, a shoebox-sized recording

machine for actual sounds and voices of the battle, and a 16mm camera to film the war as well as report it for CBS television news."

CBS correspondents at or heading for the Korean front, Church reveals, are all equipped with these up-to-date paraphernalia of combined radio-TV coverage.

The newest gadget, says Church, is a small playback machine, the size of two packs of cigarettes, that will enable a CBS correspondent to listen to the Minitape recordings he has made under far-from-perfect conditions. Edward R. Murrow, in the Far East, has such a miniature playback with him.

"The other equipment a radio correspondent carries", says Church, "is not visible to the naked eye...a good voice, and a highly specialized knowledge of radio facilities - where to find a microphone, a radio station, and how to relay his message halfway around the world back to America.

"Typewriter, recorder, camera, playback, as well as personal equipment, constitute quite a physical burden for the correspondent, but they're all part of the up-to-date coverage that give the best and the most to CBS radio and television audiences."

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#### FM RADIO REFRESHER COURSES FOR NEW YORK CITY DOCTORS

Post-graduate education in many fields of medicine will be carried to doctors by an FM broadcast series beginning tomorrow night through cooperation between the New York Academy of Medicine and the Municipal Broadcasting System.

The broadcasts are designed to carry information on the latest and best techniques and advances in medicine to the family practitioners and other doctors who are too tied up by their professional work to spare the time to attend medical lectures in person. The eight one-hour lectures will be carried by station WNYC-FM (93.9 megs) at 9 P.M. Thursday evenings beginning tomorrow and ending September 14.

Dr. Norton S. Brown, Chairman of the Committee of Medical Information of the Academy of Medicine, termed the radio lecture course "a new method of post-graduate and advanced medical education."

Dr. Brown said that a brochure outlining the lectures for broadcasts had been sent to 12,000 physicians in the New York area. From the responses it was said that the sponsors of the series felt certain of a wide and enthusiastic professional audience.

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::: SCISSORS AND PASTE :::  
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TV Fair Trade Code Framed By N.Y. Better Business Bureau  
("New York Journal-American")

The radio and television industry of New York City is now operating under a new code intended to protect the buying public from unfair trade practices.

The Better Business Bureau of N.Y. City formulated the code in conjunction with leaders of the industry. The action was prompted by a growing volume of complaints from radio and television buyers.

In the first five months of this year, radio and television represented the largest single category of complaints handled by the Bureau. The principal source was television with 233 per cent more complaints this year than in 1949. In the same period, the number of sets increased only 110 per cent.

Buyers contended the size of screens, performance of the sets, the coverage of service contracts and other facts had been misrepresented.

Under the code, advertising and selling practices of radio, television and home appliance dealers are defined.

In effect, it is a code of ethics.

How successful the standards will be depends upon the attitude of the dealers and servicemen for whom they are intended.

For that reason, those involved would do well to pay special attention to the first paragraph of the code:

"1. Purpose. The intent of these standards is to encourage and preserve dependability in advertising and in the selling of merchandise and services.....It is the spirit of these standards, not limited by their scope, that advertisements and accompanying practices of advertisers must be accurate, fair and truthful with respect to consumers and competitors alike."

All misleading statements about the product, half truths and the loose use of descriptive terms are barred.

Followed in its letter and spirit, the code will leave no reason for the consumer misunderstanding what is being offered. It is a fair trade code that is fair to the consumer and will go a long ways towards improving relationships between the buyer and the seller.

MacArthur And Censorship  
(Drew Pearson)

General MacArthur's banning of newspapermen from Korea emphasized what the American public probably has not realized - namely that there has been virtual censorship over American newsmen in Japan for some time. Unlike news out of Germany, which has not been censored, MacArthur has constantly rowed with American newsmen over their right to report what was going on in his area.

One of the men who was at first barred from the Korean front last week, Tom Lambert of the Associated Press, previously had signed a long protest to the American Society of Newspaper Editors complaining of MacArthur's censorship. Others signing the report

included representatives of the New York Times, National Broadcasting Company, Time and Life magazines.

They pointed out, among other things, that a newsman "who had written stories which occupation officials considered critical . . . had his home raided by the Army's CID and that he - the correspondent - was subjected to interrogation and threats."

"Stories on the purge", the censorship protest continued, "including many facts supplied by G-2, caused their authors to be branded personally by General MacArthur as among the 'most dangerous men in Japan.'"

Observers are now wondering whether MacArthur's censorship may not have caused not only the American public but perhaps the General himself to get the wrong view of what was happening in Japan and Korea. It was following MacArthur's assurance that he could "guarantee" success that President Truman made his fateful Korean decision. Obviously, MacArthur himself was not fully informed at the time he said this.

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FCC Charged With FM's Stunted Growth  
("The New York Times")

The public has been slow to recognize the advantages of FM (frequency modulation) broadcasting, which does away with the annoyance of static and gives practically perfect reproduction of the original broadcast. Part of the radio industry, for selfish reasons, half-heartedly backed FM. The Federal Communications Commission, by changing the FM spectrum just as FM was getting started, stunted its growth. As a result, FM went into a decline which some "experts" diagnosed as fatal.

Into this gloomy picture an idea was introduced a short time ago which gives FM a second chance. On the theory that people will buy FM sets to hear programs not available on old-fashioned radios, this newspaper's radio station, WQXR, offered its programs of good music and The Times hourly news bulletins to a group of FM stations in New York State, Pennsylvania and Connecticut. Because of the special characteristics of FM, the network operates without telephone wires and therefore at much lower cost. It is thus able to bring to people who are eager for good music a consistent source of inspiration from the masters. Letters coming from the large area covered by this cooperative effort of WQXR, the Rural Radio Network and other affiliated stations are appreciative. Listeners are receiving a radio service they never had before and they have it because of FM. People in the area served by the WQXR network are starting to buy FM sets. Other parts of the country have heard about this FM venture and plans are being made to extend WQXR's service over a large part of the eastern United States.

Perhaps this is the spark needed to dramatize the advantages of FM. At least it will give those who believe in better broadcasting a chance to find out.

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:::: TRADE NOTES ::::  
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Within a few weeks, maybe sooner, the full text of the Condon Committee on television may be available at the Government Printing Office, Washington, D. C., at a cost of 20¢ each. Title of the report is "Present Status of Color TV", Senate Document 197. Requests for more than 1,400 copies already have been received.

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A new illuminated television alignment tool has been introduced by Spot Tools, Inc., Morris Plains, N. J. The tool has an aluminum barrel containing two batteries, a bulb, reflector and a shock resistant spring which protects the bulb should the tool be dropped.

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Warren Lee Pierson, Board Chairman and Chairman of the Executive Committee of Trans World Airline, has been elected a Director of Pressed Steel Car Company. He is also a Director of All-American Cables & Radio, Inc., Commercial Cable Company, International Telephone & Telegraph Co., Mackay Radio & Telegraph Co.

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The Federal Communications Commission, by Report and Order, finalized its proposal of May 19, 1949 to amend Section 1.327 of its rules to permit AM (standard) broadcast stations to make informal application for authority to use apparatus for the production of programs (live or transcription) to be transmitted to foreign broadcast stations, where such programs are also broadcast in this country. At the same time, the Commission amended Section 0.143 of its rules to permit the Secretary to act on such applications. Consequently, and effective immediately, such applicants are no longer required to file form 308 for this purpose and the Secretary is delegated to act upon these requests.

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The RCA Victor Distributing Corporation will acquire the physical properties of Bickford Brothers Company as wholesale distributors in the Buffalo and Rochester areas.

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Details of the \$350,000 deal for KFWB, Los Angeles, were learned last week when the application was filed for FCC approval, by Warners to KFWB Broadcasting Corp. with the FCC. Harry Maizlish, for 13 years manager of the station, owns 50 percent of the stock in the new corporation, and Schine Chain Theatres has 49 percent.

The First National Bank of Boston is putting up the funds for the purchase of the station. Of the purchase price, \$100,000 is the price of the transmitter site. Maizlish will be manager at \$25,000 a year. In the event either partner wishes to sell out, the other partner shall have "first call to purchase rights".

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Instruction via two-way radio to handicapped children who cannot attend school was proposed last night to the School Board of Arlington, Va., suburb of Washington, D. C.

Arthur M. Corral, an Arlington dancing instructor, went before the Board with an offer to institute such an experimental plan in all the county's elementary schools.



He said he represented a group of engineering, radio and medical men in the Washington area who were interested in trying out the scheme at no initial cost to the school board.

The remote-control teaching, he explained, would supplement the Board's visiting teacher program. A similar dual-radio teaching plan already is in operation in 12 States, he said.

The Board took the proposal under advisement.

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The Federal Communications Commission last week addressed the following letter to John J. Mortimer, Acting Corporation Counsel for the City of Chicago:

"This is with reference to the petition and attached Resolution of the Chicago City Council, filed by you on June 30, 1950 on behalf of the City of Chicago, requesting that the Commission reconsider its action of May 31, 1950, denying the City of Chicago's petition of May 17, 1950, which requested the Commission to cancel its television 'freeze' order and to issue authorizations for new television stations in Chicago, Illinois.

"The Commission has considered carefully the contents of the instant petition and has concluded that the facts set forth therein do not meet the objections raised by the Commission in its letter to you of May 31, 1950, nor does the petition contain such additional facts as would warrant a revocation or modification of the action taken by the Commission on May 31, 1950."

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Suggesting that the time is not far away when the same thing may be done by radio, the first criminal identification photograph transmitted by wire by the New York Police Department has led to the arrest of a suspect in a Hartford, Conn., hold-up.

The department has been using the picture-transmitting equipment for several weeks on a trial basis. The transmission network connects with the State Police at Hartford and with police in Boston and Washington. Exchange of criminal identification photographs and fingerprints formerly was made by air mail.

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Eight young men and women from Ireland took their first look at American industry last Monday, July 24, when they toured the Philco television and radio manufacturing plants in Philadelphia.

The four young men and their four feminine colleagues, with an average age of 20, are all either workers or students. They come from the area around Belfast, and were invited by the Ulster-American Yough League.

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The 1950 edition of the Printers' Ink Directory of House Organs, said to be the only directory of its kind - is now being prepared for publication in November.

The last edition was in 1947, following the first directory published in 1944.

A press release said the letters from manufacturers planning new house organs, from editors of house publications and from interested executives in every field indicate that the 1950 Printers' Ink Directory will be the most widely used edition yet.

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