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LORAIN DECISION SEPT. 1; PAPER REFUSED TO PRINT PAID LOGS

It looks as if a decision in the anti-trust case against the Lorain Journal, involving alleged discriminatory practices against advertisers who used the facilities of WEOL Elyria-Lorain, Ohio, which at the very latest was expected by now, may not be forthcoming until early Fall.

Emerich B. Freed, U. S. District Judge for Northern Ohio has made it known that he is swamped by a loaded docket, due to shortage of a Federal judge in Cleveland and a political battle to name a new one which has resulted in a deadlock. Judge Freed says he cannot get to the case, as things look now, before Sept. 1 and said it will require several weeks of study before he can render a decision.

The anti-trust case, of interest to every radio station owner and newspaper publisher in the country, involves the newspaper and four executives of the Lorain Journal Co. - Samuel and Isadore Horvitz, who own the Journal, and D. P. Self and Frank Maley - as defendants. The trial was completed in Cleveland last March after Judge Freed heard 66 witnesses for the Government and one for the defense.

The Government has charged that the Journal had refused or threatened to refuse advertising of merchants who also bought time on WEOL. Additionally, the newspaper was charged by WEOL with refusing to print station's logs as paid advertising.

The Government said further in its brief that "the First Amendment does not immunize anyone from prosecution for violations of the general laws of the United States in which the media of free speech or press have been used in perpetration of the crime."

The Journal had contended that a newspaper cannot be compelled to take advertising; that it did not restrain interstate commerce channels; and that conviction would infringe on freedom of the press.

The American Society of Newspaper Editors, which held its annual convention in Washington, had difficult time in attempting to resolve views on the Journal anti-trust issue. Horvitz Brothers, publishers of newspaper, attacked the government suit as interference with freedom of the press, but some editors thought this was flag-waving and that realistic approach had to do with archaic device of refusing space to advertisers who used time on WEOL and space in a competitive Sunday newspaper.

As a result, ASNE took no action in the matter.

"As the judge himself took occasion to observe from the bench, the lawsuit did not involve any 'tremendous' combine", Ted Princioti, who covered the trial for the Cleveland Plain Dealer observed. "Nevertheless, it has importance. It developed a new set of facts hinging on newspaper-radio rivalry. It posed some new legal questions.

"The civil action started last Fall by the Justice Department concerns the neighboring cities of Lorain and Elyria in nearby Lorain County. Lorain, a steel-making town on Lake Erie, has a population of about 45,000. Elyria is a county seat of 26,000 population.

"The Journal, Lorain's only daily paper, is a lusty prosperous publication. It has not had daily competition since 1932, when its owners absorbed the old Lorain Times-Herald.

"The weekly involved is the Lorain Sunday News, a shopping newspaper which publishes a Sunday issue.

"The radio station, which figured more prominently in the trial as a Journal rival, is WEOL-FM, with studios in Elyria and Lorain. It barely made ends meet last year with a \$2,600 profit.

"The Government charged that the Journal tried to monopolize the News and advertising in Lorain and used unfair business methods to hurt the radio station and the Sunday News.

"D. P. Self, business manager of the Journal, hedged as a hostile witness called by the Government, but finally admitted, under judicial prodding for a direct answer, that 'We did', in response to the question:

"'Did you tell Lorain Journal advertisers that they could not continue to advertise in the newspaper if they advertised over Radio Station WEOL?'

"When Samuel A. Horvitz, publisher of the Journal, testified as the defense's only witness, he frankly said his paper discouraged the merchants from radio selling campaigns and took advantage of 30-day cancellation clauses to cancel contracts of merchants who persisted.

"In defense of the policy toward merchants who used WEOL, Horvitz insisted that the Journal had the right to reject or accept what advertising it pleased. He maintained also that this policy was not unfair to the Lorain merchants, because the Journal for years had 'protected' them by refusing advertising from out-of-Lorain merchants.

"What had looked like a minor trial point suddenly became important. In their final arguments, both lawyers dwelt at length on the interstate commerce issue. If the newspaper and radio station were not engaged in State-to-State business, then the Federal laws did not apply.

"The fast-talking Kramer argued that so long as a single electronic note from WEOL was heard outside Ohio, the station was in interstate commerce. Earlier he had put on out-of-State WEOL listeners as witnesses. He contended that the Journal, through its national news, advertising and supply connections, also was in interstate business.

Fulton argued that while WEOL, mechanically speaking may not be purely local in view of its out-of-Ohio air range, it nevertheless is purely local as a business enterprise. Both the Journal and WEOL are only "incidentally" involved in interstate commerce, he asserted.

"The Lorain Journal case marked the first time that radio-newspaper advertising rivalry had figured in an antitrust suit. Even newspaper-newspaper rivalry over ads is a fairly new anti-trust topic."

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FCC TO SET UP U. S. DISASTER AIR NETWORK

The Government last week stepped up plans for "early" establishment of a Nation-wide radio disaster communications service that could be used in case of "armed attack".

The Federal Communications Commission "earnestly requested" amateur and commercial radio station operators and other interested parties to submit comments by Sept. 15 because of the "pressure of recent world events".

Besides being used if an armed attack knocked out regular channels, the network would be available in times of flood, earthquake, hurricanes and explosion.

The Commission issued proposed operating rules but said they would be revised if necessary after the requested comments are received.

The Commission held a public conference in June on proposals for operating the service, but it said that since then "the subsequent pressure of recent world events makes the early establishment of such a service both highly desirable and necessary."

The service will be made up of both amateur and commercial radio stations and government and private operators. The network would operate on a special frequency band. Stations would organize into area networks, and individual stations would use a special "scene of disaster" frequency.

The FCC said it will consider applications for new stations to be used in the disaster network only.

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RCA TO SELL ADDITIONAL NOTES PRIVATELY

Brig. General David Sarnoff, Chairman of the Board, announced today (Aug. 9) that Radio Corporation of America has completed negotiations through Lehman Brothers to sell privately \$40,000,000 of its notes to investing institutions. This amount is in addition to the arrangement in May, 1949 of the private sale of \$60,000,000 in notes.

This makes a total of \$100,000,000 of notes sold privately. The additional funds provided will be used for working capital for the Corporation's expanded business requirements.

The entire issue of notes is to bear interest at the rate of 3 per cent, and will mature May 1, 1974.

RCA last week announced that its sales and earnings for the first six months of 1950 were \$248,784,358 and \$20,961,643 respectively, compared to \$187,257,987 and \$10,122,049 for the first six months of 1949.

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COMDR. McDONALD REPLIES TO HALPERN'S "FILM DAILY" STATEMENT

The following statement was made last Saturday, August 5, by Commander E. F. McDonald, Jr., President of Zenith Radio Corporation:

"I had not intended to make any comment on the statement of Nathan Halpern of Theater Owners of America which appeared in the July 31 issue of Film Daily, in which he made his ill-advised and unsupported claim with respect to the income which might be expected for film producers from the operation of Phonevision if it should be approved as a regular commercial service. However, I have been asked by a representative of Film Daily to reply to the statement.

"Mr. Halpern, in estimating the extent to which owners of television receivers may be expected to pay for the privilege of seeing Class A movies in their homes, is apparently indulging in wishful thinking. He has estimated a ridiculously low figure, without having the benefit of the extensive survey which Zenith Radio Corporation has conducted throughout the country to determine to what extent the public is willing to pay for high-class television entertainment such as Class A movies in their homes. It is the considered opinion of Zenith's management that if Phonevision is approved as a regular commercial service and is put into general operation, that as the number of television receivers in the country increases the revenue which may be expected to be produced by Phonevision will ultimately far exceed the total box office of all the motion picture theaters in the United States.

"It should be borne in mind, of course, that Phonevision has not been approved and that the fact that the Federal Communications Commission has authorized the Phonevision limited commercial test in Chicago is not to be considered as any indication that it will be approved or authorized as a commercial service.

"If Mr. Halpern feels that Phonevision will be such an unimportant factor as he has indicated, I am wondering why the various Associations of Motion Picture Exhibitors are opposed to the producers renting films to Zenith for its Phonevision test and, in some instances, have indicated an intention on the part of the exhibitors to retaliate against any producer who does rent films for that purpose.

"For example, Truman C. Rembusch, President of the Allied States Association of Motion Picture Exhibitors, is quoted in the April 8 issue of the Motion Picture Herald of New York as having made the following statement: 'The Exhibitors fortunately are fully aware of the threat Phonevision presents to their business. Any producer fool-hardy enough to furnish film for the Chicago Phonevision test, I am sure, would find a spontaneous resistance towards the acceptance of his pictures by the regular theaters.' There have appeared in the press from time to time other statements and articles to the same effect and of similar import.

"I would like to repeat at this time what I have said on numerous occasions. Phonevision is not a threat to the motion picture theatres. The threat is that of the present type of conventional television. Phonevision, on the other hand, if it should be approved and put into commercial use, will provide the revenue to the motion picture producers which ordinary television is taking away from them."

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JOHN K. KOEPF JOINS STAFF OF RTMA HEADQUARTERS

John K. Koepf, former sales and public relations director of the Cincinnati, Newport and Covington Railway Co., has joined the Radio-Television Manufacturers' Association as assistant to James D. Secrest, Secretary and General Manager. He assumed his duties at the RTMA Washington office last Thursday, August 3rd.

Mr. Koepf was Washington representative and television manager for the Fort Industry Co., during 1946 and 1947.

A former newspaper man, Mr. Koepf was with The Cincinnati Post from 1931 to 1938. He was Sales Promotion Director for radio station WLW, Cincinnati, in 1938. He was then assistant to the Director of Radio, of the Procter & Gamble Co., until the war.

During the war, Mr. Koepf was on active duty in the Navy for four years until his discharge as Lieut. Comdr., USNR. He served in the BuAer and EXOS Special Devices Division as Administration Officer of the Radar and Communications design and production section.

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TV TEST PROVES COLOR CAN TRAVEL LONG DISTANCES

In an experimental transmission from Washington, D. C., the Radio Corporation of America demonstrated for the first time Monday (Aug. 7) that its all-electronic color television system can use standard coaxial cables to carry programs in color from point to point over long distances. RCA simultaneously showed how ultra-high-frequency radio relays can be employed to extend coverage from terminal stations.

During the demonstration, color signals from a special program originating at the studios of the National Broadcasting Company's television station WNBW, in the Wardman Park Hotel, Washington, were transmitted over more than 200 miles of coaxial cable to NBC's station WNBT, New York.

The signals then were put on the air in both VHF and UHF frequencies. The VHF images from WNBT were picked up on color receiving sets at RCA Laboratories, Princeton, N.J., about 45 miles from New York; the UHF pictures travelled by radio relay to NBC's experimental station at Bridgeport, Conn., for rebroadcast. These latter signals were received on a converted VHF color receiver installed in the home of O. B. Hanson, Vice President and Chief Engineer of NBC, at Westport, some twelve miles from Bridgeport.

Meanwhile, all standard black-and-white television sets in the New York metropolitan area that were tuned to WNBT's Channel 4 received the Washington program in black-and-white, effectively demonstrating the compatibility of the RCA color system.

Dr. C. B. Jolliffe, Executive Vice President in Charge of RCA Laboratories, hailed yesterday's demonstration as "a new and highly important advance in the development of a color television service for the Nation." He said that engineers of RCA Laboratories and NBC cooperated in making it successful.

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RTMA AND NSIA NAME JOINT ELECTRONICS MOBILIZATION COMMITTEE

A National Electronics Mobilization Committee, which will coordinate all industry mobilization activities and offer its services in an advisory capacity to top Government policy making officials, has been established jointly by the Radio-Television Manufacturers' Association and the National Security Industrial Association.

Comprising 22 industry leaders, the Committee was appointed jointly by Robert C. Sprague, President and Chairman of the Board of Directors of RTMA, and Frank M. Folsom, Chairman of the Board of Directors of NSIA following an emergency meeting of the RTMA Board of Directors yesterday (Aug. 8) in New York City.

Fred R. Lack, Vice President of Western Electric Company, was elected Chairman of the Committee which will set up a Washington office to maintain constant liaison with national defense officials and all agencies having to do with industrial mobilization and military procurement of radio and electronics products.

The radio-television industry is gearing itself to step up military production to from \$1 billion to \$1.5 billion during the next 15 months. Industry leaders have already advised defense officials of the industry's desire to give top priority to Government orders and expedite production of essential radio and electronics equipment and components.

The National Electronics Mobilization Committee will not replace the Electronics Industry Advisory Committee, which was appointed in 1948 jointly by the Munitions Board and the National Security Resources Board.

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A daring team of mountain climbers scaled Mt. Matterhorn last Sunday, according to an International News Service report from Zermatt, Switzerland, to make a world-wide broadcast from the summit of the Alpine peak. The mountain, which towers 14,780 feet above the village of Zermatt, was first conquered in 1865, although three members of the scaling party died in the attempt.

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NAB BOARD GETS ASSURANCE NO EMERGENCY PLANS NECESSARY NOW

Assured by two top Government officials that there were no plans presently contemplated, or deemed necessary, to restrict the activity of American broadcasting during the emergency, the National Association of Broadcasters' Board of Directors yesterday (Aug. 8) concluded a two day session by setting up a special emergency informational service for the nation's stations.

Following a meeting with Dr. John R. Steelman, the assistant to the President, at the White House, the Board reconvened at the Washington Hotel to implement a proposal by that official that the Association issue a regular defense bulletin to broadcasters.

The bulletin, schedule for release at least three times monthly, will brief broadcasters on Government programs for advancing the cause of the nation during the time of emergency.

In meeting with the Association's 27-man Board yesterday, Mr. Steelman and Mr. Jackson emphasized their conviction that American radio and television could expect no controls beyond those self-imposed ones that were employed during World War II. In response to an introduction by Justin Miller, Association president, Dr. Steelman asked that the NAB convey to the nation's broadcasters the Government's congratulations for the "magnificent, voluntary effort" that had been made by radio and television in stemming "stampede buying".

Earlier in the day, Wayne Coy, Chairman of the Federal Communications Commission, said that he believed broadcasting could do the job in this emergency, as it had done it before, through self-mobilization.

Mr. Coy also explained to the Board of Directors plans for the Disaster Radio Network, which were announced by the FCC, Aug. 3. The network will be established as "a liaison between local services, such as police, fire departments, hospitals, and the like", Mr. Coy explained, but envisioned plans for national hookup of the community segments if occasion demanded it.

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LOUIS HAUSMAN NAMED CBS V-P FOR SALES PROMOTION, ADVERTISING

Louis Hausman has been named Vice President in Charge of Sales Promotion and Advertising for the Columbia Broadcasting System, Frank Stanton, CBS President, announced last week. The appointment is effective immediately.

Mr. Hausman has been Director of the CBS Sales Promotion and Advertising Department since February 1949. He joined the CBS network in 1940, and a year later was named Manager of Sales Promotion's Presentation Division. In 1947, he was promoted to the post of Associate Director of the Sales Promotion and Advertising Department.

Before joining CBS, Mr. Hausman was associated with the Advertising and Sales Promotion Department of the American Safety Razor Company and Advertising and Sales Promotion Manager for the Electric Shaver Division of Remington Rand, Inc.

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WMAL LEASES ICE PALACE FOR TV SHOWS

The Evening Star's television station, WMAL-TV, has signed a long term lease for the Chevy Chase Ice Palace, which will be remodeled to provide one of the most elaborate television facilities south of New York.

Three large studios will be constructed in the 35,000 sq. ft. now occupied by the ice rink located on the second floor of the Chevy Chase Park and Shop Stores building at 4461 Connecticut Ave., N.W., Washington, D.C. Transformation of the second floor will begin immediately and the studios should be in use during October. Two studios will be approximately 40 by 70 feet - one designed for audience use - and another will be about 3 x 50 ft. The growth of television during the past two years and the demand for additional local programming caused the expansion.

The (Washington) Evening Star Broadcasting Company received the twelfth construction permit in the United States from the Federal Communications Commission, and went on the air on October 3, 1957. WMAL-TV was the first television station, including networks, to announce and follow a policy of seven nights a week programming. On Channel 7, it was the first station in the country to go on the air on a high band frequency.

During the month of July, WMAL-TV's time was divided approximately 66% local programming and 34% programming from its network affiliate, American Broadcasting Company.

WMAL-TV's transmitter will remain at its present site at American University, but all other TV activity, including film projection equipment will be moved to the new studio. The present studio is located at 1625 K Street, N.W.

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FCC GRANTS INTERCITY LINKS TO TWO TV STATIONS

Private intercity TV relay links were granted by the Federal Communications Commission last week on usual temporary basis to WSM-TV, Nashville, Tenn., and WTTV (TV), Bloomington, Ind. Crosley Broadcasting Corp's TV relay between WLWC (TV) Columbus and WLWD (TV) Dayton was renewed for a year.

In all cases FCC found that regular common carrier intercity TV relay facilities would not be available for some time and hence made the private relay authorizations conditionally until such facilities become available and the private operators have had reasonable time to amortize their investments. This is consistent with FCC's TV relay policy announced last year whereby such temporary private relays may interconnect with those of American Telephone & Telegraph Co.

A total of six relays were granted to WMS-TV for its \$158,000-link to A. T. & T. facilities at WHAS-TV, Louisville. The grant was for eight months. Crosley told FCC that common carrier service

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was particularly inadequate to meet its needs westward from Columbus to Dayton. The FCC noted that since A. T. & T. plans to complete a fourth channel between those two cities by April or May of 1951, it set June 30, 1950, as deadline for the operation of the private Crosley link.

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RCA REPORTS NEW ADVANCES IN COLOR TV TO RADIO INDUSTRY

Recent advances in the development of tubes and receivers by the Radio Corporation of America for use in its all-electronic color television system were disclosed last week by Dr. C. B. Jolliffe, Executive Vice President in Charge of RCA Laboratories.

In a report prepared for the information of the radio industry, Dr. Jolliffe said that research work on the RCA color tubes has now reached a point where receivers utilizing these tubes can produce color pictures of increased brightness and of substantially the same resolution and stability as pictures produced on standard black-and-white receivers.

Construction and tests of the experimental tri-color tubes to date, he declared, have given RCA information that will make it possible to continue to improve the tubes and to adapt them to mass production.

A limited number of experimental color receivers are being made for use in fulfilling RCA's testing requirements, to make receivers available to other manufacturers for their own use and investigations and permit field test installations in homes in the Washington area, said Dr. Jolliffe.

The increase in brightness of the RCA tri-color tubes was reported by Dr. Jolliffe to be due to two factors: (1) development of an improved red phosphor, making it possible to eliminate the red filter from the front of the tube and thus increase light output two to one; and (2) use of improved tube techniques which provide a higher light output, using the same applied voltages as used in demonstrations in March and April, 1950.

Progress thus far makes it appear feasible to construct tri-color tubes approximately the same length as ordinary black-and-white kinescopes. Circuits for receivers utilizing the color tubes have been simplified and made more stable than those previously demonstrated, he reported.

The present color program schedule in Washington, Dr. Jolliffe disclosed, consists of seven hours of studio programs per week, Monday through Friday, and approximately 25 hours per week of color test patterns. He said, commencing in the Fall, this schedule will be extended to include studio programs on Saturday and Sunday as well.

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RTMA AND NAB PROTEST 10% TV TAX; RTMA ASKS SENATE COM. HEARING

Both the Radio-Television Manufacturers' Association and the National Association of Broadcasters, dispatched letters last Friday (Aug. 4) to Senator George, Chairman of the Senate Finance Committee, protesting the proposed 10 percent excise tax on the sale of television sets.

The proposal was made last week by John W. Snyder, Secretary of the Treasury, and in their respective letters to Senator George, both RTMA and NAB stress television's important place as a communications service in the national defense program, and the fact that television is far more than a means of entertainment.

The RTMA requested an opportunity for industry representatives to appear in opposition to Secretary Snyder's proposal stating that new considerations underline his present proposal which were not relevant at the time of the House hearings when industry representatives were heard.

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HOUSE SUBCOMMITTEE OKAYS FOREIGN RADIO PLAN

The House Appropriations Subcommittee last week tentatively approved the outlay of \$41,288,000 for construction of six high-powered radio stations and purchase of 200,000 low-cost sets for foreign listeners. This was in line with the suggestion of Brig. Gen. David Sarnoff that the U. S. distribute quantities of miniature radio receivers inside Russia and her satellites to enlarge the audience of the Voice of America.

General Sarnoff's suggestion was made during his appearance on "Meet the Press" a week ago last Sunday and when asked what proposals he would make for penetrating the Iron Curtain with greater effectiveness than American propaganda efforts now used, General Sarnoff said:

"I think it is possible to build a miniature radio receiver which, in very large quantities, could be built for as little as \$2 apiece, and I think that they could be made available to the people behind the Iron Curtain."

General Sarnoff said that RCA engineers had already worked on the design of such receivers, and their experiments had proceeded to the point that he was able to predict their production at the low individual price.

He said there were "a number of ways" to distribute the sets to people in the Russian orbit.

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NBC APPOINTS BRIG. GEN MUNSON DIRECTOR OF FILM DIVISION

Brig. Gen. (ret.) Edward Lyman Munson has been named Director of the NBC Film Division, Carleton D. Smith, NBC Director of Television Operations, announced last Friday (Aug. 4)

General Munson, who was associated with Twentieth Century-Fox for four years after World War II, started there as Executive Assistant to Darryl F. Zanuck, Vice President in Charge of Production. Before joining Twentieth Century-Fox, he was Chief of the Army Pictorial Service for two years. He was responsible for procurement of stars and motion picture footage for the Army, production of training films and other informational motion pictures and the distribution of training and entertainment films to the Army and Air Forces all over the world.

In February, 1942, General Munson was assigned to General Staff Corps where he planned, organized and operated the Army Information Division. Virtually all the basic operations of this division were developed under his responsibility, including motion pictures, radio, Yank, and the Army News Service.

Born in New Mexico in 1904, General Munson is the son of Brig. Gen. Edward Lyman Munson, Assistant Surgeon General of the Army. He was graduated from the United States Military Academy in 1926. After serving at various military installations in the United States and Hawaii, he was instructor of English at West Point, 1937 and 1938, and was Assistant Professor in charge of Freshman English at West Point from 1939 to 1941. In 1941 he wrote "Leadership for American Army Leaders" which was widely used as a textbook during the war. General Munson retired at the end of the war from the regular Army after 24 years' service. He was awarded the Legion of Merit and was decorated with the Insignia of Command, Order of the British Empire.

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FM TO GET FULL CONSIDERATION BY NAB'S BAB COMMITTEE

The Broadcast Advertising Bureau Committee of the National Association of Broadcasters has been asked to "give full consideration to FM" in its plans for setting up a separate corporate sales organization for the radio industry.

Action was taken by the NAB Board yesterday (Aug. 8) meeting in Washington, referring the proposal, drafted by the Association's FM Committee, to the BAB Committee, of which Robert D. Swezey, WDSU, New Orleans, is Chairman.

The FM Committee resolution, introduced by Ben Strouse, of WWDC, in Washington, Committee Chairman, follows:

"Resolved that BAB give full consideration to FM in its work with both stations and agencies in:

"(1) Putting out such studies and analyses of FM Programs as may be appropriate.

"(2) Pointing out how FM coverage in the case of duplicating stations increases the value of the advertising dollars.

"(3) Emphasizing the audience niche that FM-only stations have earned for themselves through their programs.

"(4) Give full consideration to all the facets of FM in its promoting of radio broadcasting as a whole."

The Broadcast Advertising Bureau, sales arm of NAB, will be separated from the Association to operate as an independent corporation, it has been decided by the NAB Board.

Reports and resolutions unanimously adopted during the two day emergency session of the Board in Washington, calls for an organization geared to reach an annual operating budget of at least one million dollars. The report recommends that the separate corporation be set up immediately, and begin full operations on April 1, 1951. Consideration will be given to the advisability of adopting a new name for the BAB.

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AUSTIN ELECTED VICE PRESIDENT OF RCA COMMUNICATIONS, INC.

Harry E. Austin has been elected Vice President in Charge of the Pacific Coast District for RCA Communications, Inc.

"The new post", Harry C. Ingles, President, said, "was created by the Board of Directors as of August 1, 1950, and reflects the growth in importance of the West Coast as an international trade and communications center."

Mr. Austin has been associated with RCA Communications since July, 1927. As San Francisco District Manager for the past five years and formerly as District Manager in Los Angeles, he has actively participated in organizations interested in the development of West Coast trade.

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U.N. WOULD USE TELEVISION TO OFFSET ILL OPINION OF IT

United Nations officials have asked television networks for the chance to offset the effect of the dragged-out meetings of the Security Council by emphasizing the positive efforts of the world organization in behalf of the Republic of Korea, a special report to The New York Times states.

Meetings of the Council have been widely televised since the return of the Soviet delegation, and officials at Lake Success have become worried that the public will get the idea the United Nations is doing nothing about Korea but talking and being hindered by Soviet delaying tactics.

Beginning Thursday (Aug. 10), executives of the United Nations plan to go before television cameras at Lake Success whenever the Council meets and speak of the support being given to the South Koreans by members of the organization. They will summarize pledges of supplies and armed forces made by members of the United Nations since the war in Korea started.

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::: SCISSORS AND PASTE :::
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TV Viewers Have Front-Row Seats At The Return Of Malik To U.N.
(By Jack Gould, "New York Times")

Viewers of the telecast of the United Nations Security Council had front-row seats yesterday afternoon (Tuesday, Aug. 1) for the tense and dramatic three hours that followed the return of Jacob A. Malik, Soviet representative to the world organization. From 3:12 to 6:14 P.M. there was a sense of participation in the fateful deliberations at Lake Success that was both absorbing and arresting.

The reaction at a television receiver was perhaps best exemplified by the customers in a saloon in the Times Square area. Ordinarily this bar echoes with the usual noisy comment attendant to the televising of a ball game. Yesterday there was an all-enveloping silence as the patrons deliberately tallied the number of votes which thwarted Mr. Malik's attempt to resolve the China issue by an unprecedented ruling from the presidential chair.

Both NBC and CBS television carried the United Nations proceedings in full and, significant as the words of the delegates were, the pictures also told their own story. Especially vivid on the screen were the contrasting personalities and mannerisms of Mr. Malik and Warren R. Austin, head of the United States delegation.

Mr. Malik, who never smiled once in the three hours, was almost cavalier in his role of the president of the council. In cold, emotionless terms, he would take up new items of business, always adding some, laconic remark as though he did not anticipate any opposition. For the most part he either stared straight ahead when others spoke, occasionally knitting his fingers, or else busied himself taking profuse notes. Only in his insistence that Russia was a peace-loving nation did he raise his voice for any sustained period.

Mr. Malik spoke in Russian but, as with other delegates using a foreign language, his remarks were simultaneously translated into English.* * *

Mr. Austin's face was a study in controlled indignation as he listened to Mr. Malik's invective against "the leading classes of the United States". Several times he could be seen on the verge of biting his lip. When he challenged Mr. Malik's several excursions into parliamentary deviousness and set forth the American position, he spoke bluntly, forcefully and a little impatiently. But when Mr. Malik indulged in especially extreme examples of anti-American vituperation, a gentle smile creased Mr. Austin's lips.

Much of the effectiveness of the telecast, however, lay in incidental "shots" caught by the cameras. As they slowly scanned the place cards of the member nations represented in one room and at one table, the disagreeing voices that one heard seemed out of place. To watch a nation quarrelling like a school child who can't have his way is not an edifying sight. Television is not on Russia's side at the U.N.

The telecast was by and large well done but there were some minor slips. For one thing the cameras failed to catch the raising of hands on the vote to reject Mr. Malik's ruling from the chair that the Chinese Nationalist Government was not entitled to sit in the U.N. The cameras also were somewhat too restless, often moving around excessively at the wrong moment.

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Radiophone Service Speeds Up Newspaper Delivery
(George Brandenburg in "Editor and Publisher")

Mobile unit radio phone service is enabling the Louisville (Ky.) Courier-Journal and Times to attain 100% daily and Sunday delivery service in the city area and adjacent cities of Jeffersonville and New Albany, Ind.

The average monthly missed deliveries of 2,900 are now delivered in a matter of minutes, states Jasper E. Rison, C-J & T circulation director, who has been using the mobile radio phone service for two years at an average monthly cost of \$540.

"It is difficult to estimate accurately the dollar and cents value of mobile telephone service alone in connection with the overall circulation operation", said Mr. Rison. "It is a primary part of a reorganized system for daily circulations which has improved customer service and effected a number of economies."

Suffice to say, the Courier-Journal and Times have shown an increase of 15% in circulation during the past year and a definite decrease in operating personnel. The present delivery system, making use of mobile telephone service, was devised by Mr. Rison after trying several other methods.* * * * *

Two years ago, the present delivery method was installed. City distribution area was divided into eight sections and a district sales manager appointed to supervise each section. Men carriers have replaced newspaperboys. There are now a total of approximately 350 route men and arrangements have been made for delivery of papers from the pressroom direct to homes of these carriers. This means 350 drop-off points but elimination of the expense of operating 53 sub-stations.

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Sen. Tobey Gives Advice To The Lovelorn
("Parade")

Senator Charles W. Tovey of New Hampshire often smiles at letters that pass over his desk. Some he'll never forget - like this one:

"Dear Senator Tobey:

My wife has left my bed and board and I can't understand why. I have given her an electric iron and a washer, a stove and refrigerator, everything her heart could wish. I need her. Our six children need her. Please write her a nice letter and see if you can't persuade her to come back."

The Senator was puzzled, but he composed what he considered a "nice letter" and sent it to the wife.

Weeks went by, and the episode was forgotten. But one day, while Tobey was on the Senate floor, a page rushed up with a telegram from the husband.

"She's back", it read. "You're some Senator."

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TRADE NOTES

ASCAP has extended its interim licenses for the use of its members' music on TV until Sept. 18. Presumably that date was picked because of hopes that agreement on terms for per-program licenses may be reached the preceding week at a meeting of Committees representing the video broadcasters and the Society.

The 11th annual convention of the American Federation of Radio Artists will be held in Chicago this week starting tomorrow (August 10) through the 13th. Among other things, it is understood that coming up for consideration is the renewal of the four major network contracts.

Frieda Hennock, Federal Communications Commissioner, called on President Truman last Wednesday, Aug. 2nd. The nature of her business has not been disclosed but it is possible it might be in connection with a judgeship in which, it has been rumored, she is interested.

President Robert C. Sprague of the Radio-Television Manufacturers' Association today (Wed., Aug. 9) reappointed Frank W. Mansfield, Chairman, and ten members of the RTMA Industry Statistics Committee.

The 11-man committee of marketing research and statistical experts supervises the compilation of all statistics on the radio-television industry published by RTMA.

In connection with the meeting of FM broadcasters held in Washington this week, Raymond M. Wilmotte, consulting engineer in radio and electronics, explained the operation and potentialities of Bisignal, at the NAB offices Monday, and presented a demonstration in his laboratory immediately thereafter.

Operating television sets in the Washington, D. C. Metropolitan area now number 150,325, an increase of 7,325 over the July 1 total of 143,000, according to the official estimate of the Washington Television Circulation Committee. The Committee represents the four operating TV stations in the Capital - WTOP-TV, WNBW, WMAL-TV, and WTTG.

The Board of Directors of the Columbia Broadcasting System, Inc., last week declared a cash dividend of 40¢ per share on its Class A and Class B stock. The dividend is payable on September 1, 1950, to stockholders of record at the close of business on August 18, 1950.

Plans for a Fall television schedule starting at 8:30 A.M., EST, weekdays and continuing until midnight were announced last week for the three stations of Crosley Broadcasting Corporation. The change is effective September 4.

Two new FM-AM radios which outperform even their predecessors in the Zenith table line were announced this week by L. C. Truesdell, Vice-President in Charge of Household Receivers, Zenith Radio Corporation. They are the Super-Medallion which retails at a suggested price of \$49.95 and the Super-Triumph priced at \$59.95.

The new receivers complete Zenith's FM-AM table line which ranges from the famous Major - the \$39.95 FM only set - to the \$79.95 Super-Symphony which FM broadcasters refer to as the finest table monitor in the United States.

RTMA President Robert C. Sprague last week reappointed R.E. Carlson, Chairman of the Association's Cathode Ray Safety Committee. Mr. Carlson, of Tung-Sol Lamp Works, Inc., is an RTMA Director and has headed the Cathode Safety Committee since its formation by the Association.

Arrangements have been completed between the National Association of Broadcasters and the U.S. Bureau of the Census, to release special statistical information to broadcasters through the facilities of the NAB Research Department. At present the Census Bureau is preparing population figures for counties and cities of 1000 people and over. These releases, to be made available a State at time, will be directed to stations by NAB.

A typical CBS world news roundup, which generally includes reports from its correspondents in at least four of the world's most important cities, requires first the use of shortwave facilities to New York or San Francisco, then an intricate cable network which permits CBS to service each of its 186 network and affiliated AM radio stations and its 91 FM stations. Its correspondents' voices travel some 16,000 miles by shortwave, then 18,000 more miles by cable.

For such a broadcast the work of some 650 people is involved, including radio station engineers, announcers, telephone company representatives and short-wave operating personnel, in addition to the newscasters. Each such broadcast has a potential total audience of 40,700,000 radio-owning families, or 95 per cent of all the families in the U.S., who today own a total of 85,200,000 operative radio sets. 118,000,000 persons over the age of 10 could hear the program, which would blanket more than 99.8 per cent of the nation's entire land area.

For such a broadcast, CBS would consume electrical power amounting to 1,700,000 watts in the daytime and 1,600,000 watts at night.

Work of installing two-way radio equipment on at least one piece of apparatus in each of the seven Arlington, Va. (across the Potomac from Washington) now lacking this equipment has been started.

Aimed at giving Arlingtonians better fire protection, the installation is proceeding under the direction of fire chief A.C. Scheffel. At present only the Clarendon station apparatus has two-way radio.

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