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August 16, 1950

YOU SHOULD BE ABLE TO WATCH TV FOR HOURS, OPTOMETRIST ASSURES

In a telecast sponsored by the Illinois Optometric Association in connection with their 42nd annual convention in Chicago on WGN-TV, Chicago, titled "TV and Child Vision", Dr. Carl F. Shepard, noted authority in optometric research, said many adults had asked him why they had headaches after watching television. Dr. Shepard replied:

"It is a new skill. When men walk they look ahead at about televiueing distance to see where they are going; but each look at that distance is very brief. We glance at the curb we are approaching when it is about 7 or 8 feet away, then look to the right or left for cars or for pretty girls, but we step up when we come to the curb. For thousands of generations men have been following a similar habit.

"But at Television, we must keep looking at the distance and the angle of the walking glance. We must learn a new visual trick. There is always some nervous tension while we are learning something new; and more when you are watching something exciting ... such as a wrestling bout, and that eventually adds up to a head ache. But, if your visual organization is as well tuned up as it should be, your first experience will be your worst. After one or two evenings, you should be able to watch TV for hours without discomfort."

Dr. Shepard demonstrated the proper use of a television set in the home and how television could be used in visual training. He said:

"Thousands of persons have asked their optometrists to explain visual problems that arise when television comes into the home or school room. The visual problems of the few who have bad eyes are easily explained. They have visual problems because they have bad eyes. But there are many hundreds who, like you and your children, have visual problems with television although they have perfectly good eyes."

The questions Dr. Shepard answered were selected from hundreds that optometrists have received, such as the following:

"What set is best for my eyes?

"A. Any one of them, but especially the one you like best when it is demonstrated for you. Your eyes will tell you what they like best.

"What size screen is best for vision?

"A. It is the same picture on all screens. You will like to sit closer to the small ones, and farther away from the larger screens.

"Do magnifying attachments save eye-strain?

"A. No. They magnify defects in the picture as well as the details; and usually increase the reflections. Study and carefully follow the instructions for tuning and focusing the set, and be sure to have the set properly installed and serviced to avoid the only causes of eye-strain that you can blame on the set you have.

"Do the filter attachments prevent glare?

"A. Sometimes, but every set has built-in filters. The very substances that produce the light that makes the picture are also filters and each manufacturer has carefully determined the light emission that has been selected by his advisors as the best after extensive and expensive research. Screens differ somewhat because opinions differ, but all are very good and none are harmful. However, the very best quality of light, even natural daylight, will not be pleasing to every individual. A small percent of individuals will find some special type of light filter most pleasing to vision; but specific filters for individual needs should be placed before the eyes, not before the set; and very few people need them.

"What is the best room lighting?

"A. The little people in the television set are guests in your home. Place them as you would any other guest in a well lighted room so arranged that the light does not shine in their eyes. Do not put them in a dark corner, or a dark corner of the room. Have a normal amount of light on the wall behind the set.

"What is the best viewing distance?

"A. Nearly everyone has his own preference. Here let me show you.

- 1) Little Tommy is about three years old. He likes to be near the set. He would like to touch those little people if he could.
- 2) Janet is about five. She likes to be almost as near.
- 3) Jimmie is about six. He will sit a little farther back.
- 4) Robbie is about eight. He will almost join the adults.
- 5) and 6) Sherry and Steven are both 7. They are twins. One has just about ideal eyes and vision. The other has what may be called really poor vision. See if you can guess which is which.

I am almost at my second childhood. I like to be way back.
- 7) Tommy's mother is just a little bit near-sighted. She likes to join the children."

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NEW FM COMMITTEE SET UP; DR. E. H. ARMSTRONG ADVISOR

The new FM Broadcasters Committee was set up last week by FM stations meeting at the National Association of Broadcasters' headquarters in Washington. Dr. Edwin H. Armstrong, inventor of FM was present, and from time to time was called upon for advice and suggestions.

Though still just a list of five names, the Committee carries the hopes of FM broadcasters for a hard-hitting agency that will work independently of NAB but on a cooperating basis. No date has been set for the Committee's first meeting.

Named to this five-man group were Raymond S. Green, WFLN (FM), Philadelphia; H. Hirschmann, WABF (FM) New York; Morris S. Novik, WCUO (FM), Cleveland; Ray Furr, WIST (FM), Charlotte, N.C.; Elliott M. Sanger, WQXR-FM, New York. Mr. Novik was proposed as Chairman, but it was understood he preferred merely to be a Committee member.

Some 30 broadcasters met in the NAB Board room as guests of the NAB FM Committee, headed by Ben Strouse, WWDC-FM, Washington, an NAB Board member for FM. All morning and well into the afternoon the NAB Committee heard these representative FM operators recite their grievances and propose steps to solve FM's economic and engineering problems. Ed Sellers, NAB FM Director, represented NAB in the discussions.

After the gamut of FM troubles had been covered, the broadcasters started a new meeting which was declared to be entirely independent and non-NAB in character. This was based on the theory that NAB, as an all-inclusive industry trade association, could not aggressively fight FM's battles or promote it as an advertising medium.

The resolutions adopted by the first meeting, and re-adopted by the non-NAB meeting of the same broadcasters, were taken up for the third time by the NAB FM Committee, which met that evening after the open sessions had adjourned. The NAB FM Committee endorsed most of these resolutions, with minor changes, and passed them on for Board action.

One provocative resolution was passed by the NAB FM Committee. This proposed an organized campaign to promote FM by broadcasting such slogans as "If you buy a new radio or TV set without FM, you are buying an obsolete radio", or "A set without FM is only half a modern radio."

It was generally felt by the FM broadcasters that such action should be taken only if set manufacturers refuse to produce more radio and TV sets with FM tuning circuits, or FM-only sets.

Agreement was noted on the proposal that any future surveys conducted under auspices of NAB or other organization should include questions on FM and FM ownership, with the type of survey to be approved by the NAB FM Committee.

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NARND APPOINTS JUDGES COMMITTEE FOR RADIO AND TV NEWS

The National Association of Radio News Directors announced last week the selection of the following Committee to judge its annual awards for outstanding radio and television news: Robert K. Richards, National Association of Broadcasters; Erwin D. Canham, Editor of the Christian Science Monitor; Sol Taishoff, Editor and Publisher of Broadcasting Magazine; Arthur Stringer, recipient of the 1949 NARND award for individual contribution to the progress of radio news; and Arthur M. Barnes, Editor of the NARND News Bulletin.

The announcement was made by the Chairman of the Awards Committee Ted Koop, Director of CBS News and Public Affairs in Washington. He reported that the Committee already is receiving entries, which can be submitted through September 22nd.

Two awards will be given: one to a radio station for outstanding presentation of radio news throughout the year ending September 1, and the other to a television station for outstanding presentation of television news throughout the same period. The Committee pointed out that many television stations have not been in operation for the entire year but are eligible to compete on the basis of their current programs.

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A.C. & R. AND AERONAUTICAL RADIO INC. EXPAND SERVICES

Rapid expansion in the communication services available to airplanes flying the vital Pacific air routes to Korea and the Far East was announced last Friday by Aeronautical Radio, Inc., of Washington, D. C., and the Mackay Radio and Telegraph Company, subsidiary of the American Cable & Radio System.

Aeronautical Radio or "ARINC", as it is commonly known, is a communications organization established and supported by the air industry to operate radio communication stations wherever required by the air transport industry.

Mackay, under terms of a contract with ARINC, broke ground for a large extension of its radio transmitter building at Kailua, Hawaii, on June 21, and before the deadline date of August 1, had completed the structure and installation of four multichannel transmitters and associated antennas. The new equipment, which was manufactured by Federal Telephone and Radio Corporation, a subsidiary of the International Telephone and Telegraph Corporation, will enable ARINC to cover the entire Pacific area with both radiotelephone and radio-telegraph service to aircraft and base stations.

Expressing complete satisfaction with the speed with which the project was accomplished, ARINC, through its Washington headquarters, stated that the installation has already proved of great value in expediting the increased flow of air traffic to the Far East.

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NEW DAYLIGHT RADIO NETWORK'S GOAL IS 300 STATIONS

"The biggest lineup of daytime programming of any network now existing" was the goal announced in Hollywood last week by Larry Finley in disclosing the formation of the Progressive Broadcasting System. New net, which Finley will head, will start coast-to-coast broadcasting in 48 States beginning on or about November 1. Net is incorporated for "approximately" \$1,500,000 and will be financed by the private sale of stock.

Programming to originate live from undisclosed Hollywood studios, will be piped to approximately 300 member stations via leased telephone lines on an open-end basis. No national advertising will be accepted during the net's daytime hours, with local stations expected to obtain sponsorship from within their own communities. There will be no network option time, Finley stated, and stations will not be required to take all the programs.

Week-day lineup will be built around four soap operas from 9 to 10 A.M., followed by a block of shows starring Estelle Taylor, Has Sawyer, Mel Torme and others. Afternoon hours will be filled by formats starring Maurice Hart, Cottonseed Clark, Dan Morton, Charlotte Rogers and Lou Nova.

Saturdays will feature Harry Von Zell, Jimmy Scribner and Bob McLaughlin.

In an all-out bid for Sunday afternoon leadership, the net will offer Alan Mowbray, Page Cavanaugh, Andy and Della Russell, Connie Haines, Mel Torme and a two-hour starring Frankie Laine.

Finley stated that many executives and performers now under contract to other networks would be affiliated with PBS and that their names would be released within the next 30 days.

Main studios and executive headquarters will be maintained in Hollywood, with other studios located in Chicago and New York. Present headquarters are located at 8983 Sunset Boulevard, Hollywood, California.

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\$500,000 SLANDER SUIT FILED BY DREW PEARSON

Columnist and commentator Drew Pearson filed a \$500,000 slander suit against California Attorney General Frederick Napoleon Howser in District Court yesterday (Aug. 15).

Pearson charged that on April 6, Howser in a conversation with two men in Santa Rosa, Calif., "Caused it to be believed that Plaintiff (Pearson) had been guilty of the crime of subornation of perjury".

Last year, Howser sued Pearson for \$300,000 libel damages, claiming that Pearson had made statements which linked Howser to gambling. The suit is still pending.

Pearson said that the alleged slander had injured his good name, had brought him "into disgrace", and had lessened the value of his news articles and commentaries. Pearson said that his reputation for "accuracy and integrity" constituted a business asset.

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NAB ADOPTS RESOLUTION APPROVING McFARLAND BILL

A resolution was adopted by the Board of Directors of the National Association of Broadcasters at a special meeting of that group in Washington last week approving the McFarland Bill (S.1973), NAB General Counsel Don Petty has told the House Interstate and Foreign Commerce Committee.

Mr. Petty, speaking on behalf of the NAB, told that Committee last week that "It is the hope of the members of the National Association of Broadcasters that this bill will be enacted in accordance with the suggestions made herein." Mr. Petty was referring to a proposal that Section 8 be amended to "provide for oral argument before denying a protest in cases where an application has been granted by the Commission without hearing."

In commenting on Section 11 of the bill, Mr. Petty stated that "The inclusion of revocation for violation of a treaty, which appears here for the first time, places the broadcaster on the horns of a dilemma should Congress pass a subsequent act at variance with the provisions of any treaty which in any way affects radio broadcasters."

Other suggestions offered by Mr. Petty in regard to this section were "that revocation proceedings be tried in the district court in which the station is located" and "that the Committee give consideration to establishing a reasonable statute of limitations to revocation proceedings."

In suggesting a solution to the problem found in the section (18) dealing with the application of the provisions of the Administrative Procedure Act to all proceedings under this Act, Mr. Petty stated: "It is obvious, of course, that the issuance of broadcast licenses by the Federal Communications Commission does not come within the reason for this exception. It is still not clear even in the recent amendments of the Commission's own rule whether or not the Commission considers its initial licensing activities to be governed by the provisions of the Administrative Procedure Act."

In view of that fact, Mr. Petty suggested that problem might be solved by specifying in this bill that the action of the Commission with regard to the granting of broadcast licenses and permits shall not be deemed to be "initial licensing" within the meaning of that term where it appears in the Act.

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Production of radio receivers in the United Kingdom totaled 1,344,000 sets during 1949, compared with 1,632,000 sets in 1948 and 1,980,000 in 1947, according to Foreign Commerce Weekly.

Television receiver production amounted to 211,200 units in 1949, 91,200 in 1948, and 28,400 in 1947.

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DENIES CAPEHART RENOMINATION, THOUGH UNOPPOSED, COST \$91,961

There was printed in our issue of August 2 an item from the Terre Haute, Ind., Star that the Citizens' Committee for Capehart, supporting U. S. Senator Homer E. Capehart of Indiana, who was unopposed for the Republican nomination in Indianapolis, listed \$99,679 in receipts and \$91,961 in expenses. Senator Capehart was renominated for a second term at the Indiana G.O.P. State convention June 30. The report went on to say:

"Expenditures listed by the Committee included \$35,492 for publicity and advertising; \$26,151 for salaries and wages of office personnel; \$22,608 for other office and miscellaneous purposes, and \$7,700 to the G.O.P. State Committee.

"The Capehart Committee listed a \$11,600 item for Stephen G. Noland, former editor of the Indianapolis News, in its publicity expenses. Noland toured England last Winter and later wrote a series of stories describing conditions in Socialist Britain."

There was an immediate denial by a spokesman closely in touch with the situation who said:

"This, of course, was an unfortunate newspaper story because the Citizens Committee for Capehart, I doubt very, very much, spent even \$1,000 in renominating Homer Capehart, but they did spend about \$90,000 doing what the Republican State Committee should have done and would have done, if they had had the money.

"What the Citizens Committee for Capehart really did and spent their money doing was general publicity for the entire Republican ticket, and for good American Government.

"For example, they mailed out over a million pieces of literature, not about Homer Capehart directly or indirectly, but covering many subjects in respect to good government and the trend in this country toward Socialism.

"The Committee also paid for -- I think it was -- some twenty 15-minute radio programs on twenty-three stations, which cost an average of about \$1,200 a week; and there wasn't a single mention of Homer Capehart's name in any of the programs, but rather it was a program warning the people of Socialism.

"The Committee also paid for syndicated advertisements in ninety Indiana papers each week for twenty-nine weeks which papers had a total circulation of about two million.

"The Committee also, of course, paid for broadcasting the seven Capehart-Jacobs debates over twenty stations for seven nights straight.

"Therefore, none of the money was spent for Capehart's renomination, but for general publicity for the Party."

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NBC'S 8-H RADIO STUDIO, CENTER THEATRE TO BE USED FOR TV

The famous concert studio 8-H of the National Broadcasting Company in Radio City will be rebuilt as one of the world's largest television studios. This is part of a gigantic program of building expansion in television being carried on by the NBC.

The leasing and transforming of the Center Theatre, the re-building of the Hudson Theatre and the re-construction of studios 3-A and 3-B in Radio City as television studios will give NBC two new theatres and three additional studios for television program production. As part of the expansion and building program a new master control for television also is being constructed.

All of the structure inside of Studio 8-H will be removed. A new overhead of steel construction will utilize 30 tons of steel. The balcony of the studio will be rebuilt as a control room, observation room and dressing rooms. The area of the studio will be 10,000 sq. ft. of usable space. The dimensions will be 76 feet wide, 130 feet long and 34 feet high.

Studios 3-A and B will be in operation by Labor Day. The work on the Center Theatre and Hudson Theatre will be completed in about a month. The 8-H project will take several months.

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U.S. EMERGENCY RADAR NET ALREADY GUARDS AGAINST RAIDS

An emergency radar network protecting the Nation's vital industrial and security centers now is in full operation against a possible sneak air attack, an Air Force spokesman revealed to the United Press Monday (Aug. 14).

Set up with World War II equipment, he said, these defenses will serve adequately until a permanent radar super-network can be completed. Air bases for speedy interceptor planes are part of the present plan.

"This emergency defense does not give complete coverage of the Nation", he said. "But it's concentrated on those areas most vital to the security and industrial potential of the war effort."

It was recalled that, despite this protection, in the last war some 75 percent of the bombers could be expected to get through if the attack were pushed in a determined manner.

The Air Force spokesman described the present radar defense as operating in two main rings. The outer ring extends along the Canadian border and at least half-way down the Atlantic and Pacific coasts. This would guard against planes flying the North Pole route from Russia.

Inner rings provide specific protection for key areas in the northeast, central and northwest regions.

The Air Force also is working on the permanent \$85,500,000 aircraft and radar control system authorized by Congress in March, 1949.

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REMINGTON RAND, CBS TO PRODUCE INDUSTRIAL COLOR TV EQUIPMENT

Color television for industrial, business, hospital, governmental and military use will be a reality in a few months through an unusual cooperative agreement concluded today (Wed., Aug. 16) between Remington Rand, Inc., the world's largest manufacturer of office machines, business and industrial equipment, and the Columbia Broadcasting System, developer of the CBS system of color television.

Under the agreement CBS will provide the designs of the equipment, Remington Rand will manufacture and sell, CBS will perform the testing functions, and Remington Rand will then take over distribution and installation. Existing organizations of both companies will be utilized for the project, and for the time being no expansion will be required.

The arrangement does not at the moment cover the use of the new color television equipment for color broadcasting to the public in view of the fact that the Federal Communications Commission has not yet rendered a decision in the color television case. However, the equipment can be used for color television broadcasting in the event commercial standards for the CBS color system should be authorized. The equipment is designed to operate on the standards recommended by CBS to the Federal Communications Commission.

The newly-designed equipment, to be marketed under the name of "Vericolor", will comprise a simple, compact, lightweight, single-operator color camera, a control unit with its own color monitor, and as many additional color monitors as may be required. Models of the various components were shown to the FCC last Spring during the color television hearing.

Remington Rand has been manufacturing and distributing black-and-white television equipment for industrial use under the name "Vericon". The new Vericolor television equipment is expected to be ready for delivery this Fall.

The Remington Rand-CBS arrangement contemplates intensive development of new fields for the broader employment of color television. Initially it is expected that the most common use will be for the teaching of surgical and medical procedures and for employment in dangerous industrial processes including atomic production and research

Frank Stanton, CBS President, commenting on the arrangement between the two companies, said: "We are particularly happy about this arrangement because of Remington Rand's long and successful record in the field of business and industrial equipment. The Remington Rand experience in manufacture, and the fact that it already has a widespread sales and service organization throughout the world, will act as a tremendous stimulus to the employment of color television in many fields."

The Vericolor camera occupies only one-half a cubic foot of space and is one-fifth the size of the cameras normally used in black-and-white television. The camera weighs only thirty-two pounds,

less than one-half the weight of standard black-and-white cameras.

The color pictures originated by the Vericolor equipment can be transmitted over the intercity relay facilities of the telephone company as circuits become available. By this Fall it will be possible to originate a color picture in New York, for instance, and have it appear in full color in all the major markets of the East, Southeast, and Midwest as far as Kansas City. Extension to the West Coast is expected by the end of 1951.

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RTMA AND IRE JOINT MEETING TO DISCUSS RADIO, TV DEVELOPMENTS

Latest technical developments of radio and television equipment and components will be discussed by the country's leading electronic engineers at a three-day gathering during the annual Radio Fall Meeting, Oct. 30-Nov. 1. The annual meeting of radio engineers is sponsored jointly by the Institute of Radio Engineers and the Radio-Television Manufacturers' Association's Engineering Department. This year's meeting will be held at the Hotel Syracuse, Syracuse, New York.

Featuring technical sessions in both mornings and afternoons, the meeting will be climaxed by a dinner on Tuesday evening, Oct. 31. RTMA President Robert C. Sprague will deliver the feature address and Dr. W. R. G. Baker, Director of the RTMA Engineering Department will serve as toastmaster.

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HIGGINS, WMOA, MARIETTA, O., SUCCEEDS MITCHELL AT BAB

Hugh M. P. Higgins, an NAB veteran and presently a station operator in Marietta, O., is the new Director of the Broadcast Advertising Bureau, succeeding Maurice B. Mitchell.

Appointment of Mr. Higgins was made yesterday (Tues., Aug. 15) by William B. Ryan, General Manager of the National Association of Broadcasters, of which BAB is the sales arm. Mr. Higgins will report to his new post Sept. 1.

He becomes the fourth Director of the Association's Sales Department since the BAB was organized as a part of the NAB in 1940.

Mr. Ryan said that Mr. Higgins plans to devote his full attention to development of present services of BAB, and to expanding those services, during the next few months.

Mr. Higgins has had a distinguished career in sales promotion, Association work and station management, climaxed now by his assumption of the BAB responsibilities.

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MAC ARTHUR WANTS CENSORSHIP GENERAL; RADIO, PRESS PRAISED

General MacArthur's headquarters wants whatever censorship is imposed in the Korean war zone to apply to newsgathering in the United States as well, officials in Tokyo said Monday (Aug. 14)

This counterproposal from Tokyo came as the Pentagon, backed by even higher Washington officials, was urging MacArthur's headquarters to put into effect a censorship-for-military-security.

So far as is known, no mandatory order has gone forth from Washington to the Tokyo and field commands. Dispatches up to now apparently have been couched in terms of recommendations or suggestions.

Voluntary curb on certain reports of movements of Air Force-Army-Navy units within U.S. asked Friday of radio and press by defense officers during regular Korean "briefing" session at Pentagon.

Army official, who said he knew of "no breach" thus far, added praise for radio and press for past cooperation in not using roundups of National Guard and reserve units called to service. He urged curbs "to make it more difficult for hostile intelligence . . . to find out what is going on . . ."

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GE COULD DOUBLE LAST WAR'S OUTPUT IF MOBILIZATION CALLED FOR

In the event of all-out mobilization, the General Electric Company is in a position to produce substantially double what it produced during World War II, Charles E. Wilson, G-E president, declared recently.

He said that with its postwar expansion program completed and production currently at record-breaking levels, the company is far better prepared than at any other time in its peacetime history to meet demands upon it by the Armed Services. Mr. Wilson revealed that because of the current emergency, the company has accelerated its mobilization planning, an activity which was resumed shortly after the end of World War II.

He said that approximately 20 per cent of General Electric's current business is defense work. The company had a substantial backlog of defense contracts long before the Korean War, but some of these have now been increased, he pointed out. Details cannot be revealed for security reasons.

Among the equipment produced by G.E. for the Armed Services are aircraft jet engines, gunnery systems for both aircraft and ships, radar, aircraft instruments, marine propulsion equipment, generators, motors, control equipment, and others. Research and development projects which the company is performing for the Armed Services include work on guided missiles for Army Ordnance.

The company's work for the Atomic Energy Commission includes operation of the Hanford Works, Richland, Wash., where material is

produced for atomic bombs, and the Knolls Atomic Power Laboratory, at Schenectady, N. Y., which is performing design and development work leading to a land-based prototype of an atomic power plant for ship propulsion application.

"Our best preparation for any general emergency has been our \$500,000,000 expansion program to meet the unprecedented demands for both industrial and domestic electric equipment, our new strength in trained personnel in all phases of the company's operation, and our augmented supply lines from vendors and subcontractors", Mr. Wilson declared.

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EUROPEANS ARE GIVING US THE LAUGH OVER KOREA, BROOKS REPORTS

William F. Brooks, NBC's Vice President in Charge of News and International Relations, gave American listeners a report on the effects of the Korean war on the Europeans. He is overseas now, conferring with NBC's correspondents there. Speaking on the "World News Roundup" conducted by Lockwood Doty Mondays through Fridays at 8:00 A.M., EDT, Mr. Brooks said:

"The contrast between American and European reaction to the Korean war is so startling to a traveler from the States that it is difficult to appraise. A few days in England and a few days in France, however, are enough to demonstrate that distance from the scene of action is a great factor in any feelings about an international crisis.

"Europe for once is in the same position as the U.S. in 1914 and 1939. Then, Europe was a far-off place as far as most of the people in the States were concerned. We came into World War I three years after the British and the French; we were two years after them in World War II. Naturally, war-wearied Europe now gets a quiet bit of glee in the fact that the major burden of the present situation in the Far East falls on the U.S.

"Last week an editor of the Evening Standard in London headlined a story 'The Yanks Are on the Run Again!' One of the American press associations picked it up and sent it to the States, complete with captions. Lord Beaverbrook, who was in New York, cabled back a request for the young editor's resignation, which demonstrates that the thoughtful people of Europe realize the seriousness of our position."

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LARGE TV PICTURE TUBES CONSTITUTE 89% OF RTMA SALES

Large type television picture tubes -- 14 inches and over -- now constitute more than 89 percent of cathode ray tube sales to TV receiver manufacturers, the Radio-Television Manufacturers' Association reported last week. Manufacturers' purchases of picture tubes in this category amounted to only 15 percent at the end of last year. The popular 12 through 13.9 inch tube of last year amounted to only 10 percent of sales to manufacturers in June, RTMA said.

June sales of cathode ray tubes to set manufacturers as reported to RTMA showed a total of 566,942 tubes valued at \$15,054,810 compared with 599,667 units valued at \$14,260,114 in May.

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SCISSORS AND PASTE

Radio Aids Fire Inspections; Makes People Fire Conscious
("Fire Engineering")

Although many cities having radio-equipped apparatus conduct what may be termed "company group inspections" on a regular schedule, the Rockford Fire Department employs its radio mobile units somewhat differently.

If any of its companies is short-handed, due to special details, sickness or other factor, the company then resorts to "group company inspections", utilizing its own apparatus and two-way radio.

In general, the procedure is the same used by other communities; the apparatus is driven to the site, or area to be inspected. The truck is placed strategically with relation to the property to be surveyed so that its crew can most easily and quickly reach it from the points of inspection when summoned, and the apparatus can make a quick, unimpeded get-a-way in response to the alarm, after the men have boarded the unit.

One man, usually the driver of the rig, is stationed with the apparatus. An alarm of fire is picked up by the radio receiver in the vehicle and if it is from a location to which that company unit would normally respond, the driver merely sounds his siren to summon the men back to the rig. In some cases, where an industrial plant or other premises of some extent is being inspected, and because of area, or noise the members of the crew might not be expected to hear the driver's signals for their recall, arrangements are made with occupants of the premises to immediately notify the inspectors by relaying the signal to them wherever they may be on the premises over the plant P.A. or other signal system. However, by planning the inspection route beforehand and keeping men within the prescribed "hearing distance" it is seldom the warning recall signal is not quickly picked up.

This type of inspection has a lot of value beyond the actual checkup of the premises, in the opinion of Chief Swanson. When citizens and employees of the establishment or institution being inspected see the apparatus, it has a tendency to arouse interest in people's minds and make them fire conscious. Citizens in the street will ask firemen questions regarding fire hazards they might have in their home or tell the firemen where fire hazards might exist. There have been numerous instances where a fire truck would pull into the middle of a business block and the men start their inspection work and by the time the inspectors have reached the other end of the block, merchants or heads of other establishments to be, or believed about to be, inspected will have their places in good order.

Chief Swanson believes matters have reached a point where he could park a fire truck in almost any block in his city and would not have to send a man into a place of business because just the sight of the apparatus has such a salutary affect on the property owner or occupant.

"We Interrupt This Broadcast To Tell You - "
("Long Lines")

One interesting fact about the 1849 gold rush was the time it took for the news to spread. While Jim Marshall, who made the original discovery at Sutter's Mill in January, 1848, and his employer, John Augustus Sutter, were not very successful in keeping their find a secret, it was not until the middle of March that the news was known in San Francisco, and not until August 19 that the old New York Herald informed the East of the gold strike. Then, several months passed before enough convincing information had been received in the Midwest and East to start the gold rush of 1849.

As an interesting communications contrast, let's suppose that this discovery of gold happened today. Think of the part the Long Lines and the Bell System would play in carrying the great news to the world and in helping speed the rush later to the West. Here's about the way it would be:

Out in California, Jim Marshall is still beaming lovingly at his first gold when the flash about his discovery reaches the key stations of the big radio broadcast chains. Announcers grab the teletyped reports and exclaim into microphones: "We interrupt this program to bring you some exciting news! Gold has been discovered in California!"

Meanwhile, Jim Marshall at Sutter's Mill has made a second discovery - that within a few hours he has become well-known not only in the United States but all over the world. By using Long Lines long distance and radiotelephone circuits and other means, foreign press groups and radio stations have obtained news of the gold discovery and have informed their readers and audiences. Even now, Jim is talking over a 6,000 mile telephone and radio channel to a newspaper reporter in London who wants to know more about the big gold strike.

Of course, Sutter's Mill by this time is alive with photographers. They have made pictures of the gold, the place where it was found, Jim Marshall, Captain Sutter, and Jim Brown, a young Indian who brought a plate for Marshall to put the gold in. Many of these photographs have already been sent by telephoto over Bell System facilities to a great many newspapers which will be publishing them this afternoon and tomorrow morning. By morning, probably a majority of the people in the country will know what Marshall looks like because the picture agencies which use these telephoto facilities serve newspapers with 75 percent of the daily circulation in the nation.

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A "Grin and Bear It" cartoon by Lichty shows an office of "Radio Moscow - Voice of Russia! - Is Only Network With No Vice President"

The fat broadcaster at the desk before a microphone, says "Voice of Russia winning war of words . . . have shown we can take Korean towns faster than Voice of America can pronounce them. . . "

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::: TRADE NOTES :::

A Dutch Foreign Office spokesman at The Hague last Monday (Aug. 14) said the International Telecommunications Conference scheduled to open in September has been called off "because of the international political situation".

Westinghouse television and radio division announced last Monday at Sunbury, Pa. price increases ranging from \$10 to \$30 on eight models in the 1951 television line and increases of \$1 to \$30 on five radio models.

The company said increased production expense, included sharp rises in certain component costs, made the adjustment necessary. But it added an across-the-board boost was avoided by analysis of the costs incurred in manufacturing each model.

A newcomer appeared on the Chicago skyline last week with the erection of the one hundred, three foot Zenith Phonevision antenna on the roof of the Field Building. Weighing four tons minus equipment and six tons fully equipped, the mast is said to be the largest TV antenna in the United States, erected to date.

One 22 foot long, one tone steel tube took 13 hours to hoist into place. When completed the five bay, super turnstile antenna Channel 2 will transmit 1000 watts.

Three experts in the field of mass communication -- Brig. Gen. David Sarnoff, Chairman of the Board of the Radio Corporation of America; Senator William Benton (D., Conn.) and Harold Lasswell -- will ask and answer the question "Can We Defeat the Propaganda of International Communism?" on NBC's "University of Chicago Round Table" broadcast Sunday, Aug. 20 (network except WNBC, 1:30 P.M., EDT; WNBC only, Saturday, Aug. 26, 1:30 P.M., EDT).

General Sarnoff is a world leader in the field of communications. Benton, former Assistant Secretary of State, is an advertising expert. Lasswell, professor of law at Yale University, is a specialist in the techniques of propaganda.

A five-man Legislative Committee, under the Chairmanship of John W. Van Allen, RTMA General Counsel, was named last week by President Robert C. Sprague of the Radio-Television Manufacturers' Association to represent the Association on legislative matters. Other members of the RTMA Committee are: Frederic J. Ball, Crosley Division, Avco Mfg. Corp.; Philip Dechert, Philco Corp.; Samuel Ewing, RCA Victor Division, John W. Steen, Westinghouse Electric Corp.

James Roosevelt will "Meet the Press" over the NBC television network Sunday, Aug. 20 (5:00 P.M., EDT). The son of the late F.D.R., Roosevelt is now a leading candidate for the governorship of California. He will be interviewed by a panel which will include Warren Francis of the Los Angeles Times, Frank McNaughton of Time Magazine, Ernest K. Lindley of Newsweek magazine, and Lawrence Spivak of the American Mercury magazine.

The Transit Riders' Association of Washington, D. C. announced Monday (Aug. 14) that it will discontinue prosecution of its case against radios aboard local streetcars and busses and will instead support similar suits brought by Attorneys Franklin S. Pollak and Guy Martin.

Claude N. Palmer, President of the Association, said that for "technical legal reasons" Pollak and Martin are in a better position to maintain court action.

The cases are now before the Federal Communications Commission and the United States Court of Appeals in Washington.

President Truman extended personal greetings to the peoples of the Associated States of Indo-China last Thursday during the first Voice of America broadcast in the Vietnamese language.

The message, pre-recorded in the President's own voice, said the United States economic assistance program for Indo-China "is designed to stimulate conditions compatible with their religion and culture which will best serve the interests of the people."

It was followed by a Vietnamese translation. The program increased to 25 the number of languages utilized by the Voice of America in its world broadcasting service.

Mr. Truman said "military assistance is also being extended to provide the internal security for a vigorous, healthy and prosperous life in Viet Nam, Laos and Cambodia."

Due to substantial increases in production and material costs, list prices have been raised in Raytheon's 1951 television receivers. The higher list prices amount to \$10 to \$30 per set and average 5 to 7 percent above previous prices.

G. L. Hartman, General Sales Manager of Belmont Radio Corp., Chicago -- subsidiary of Raytheon Manufacturing Co. and producer of Raytheon TV sets -- said the price raise was made "reluctantly". It was forced by higher costs of materials and components, which in some cases have gone up as much as 15 per cent.

Exports of radio receiving sets from Norway amounted to 31,516 units in 1949. The principal countries of destination were: Netherlands, 22,158 sets; Turkey, 4,781 sets; and Sweden, 2,070 sets.

Joseph J. Burton, former Promotion Director of the Washington Daily News, has joined the WWDC-FM staff as an account executive. In Washington, WWDC-FM is synonymous with Washington Transit Radio, Inc.

Marshall N. Terry, Vice President in charge of Merchandising for Crosley Broadcasting Corporation, has resigned as of August 15, to devote full time to outside business interests.

Sales of Philco Corporation in the first six months of 1950 totaled \$147,012,000 and net income was \$6,675,000, which was equivalent, after preferred dividends, to \$3.86 per common share.

In the first six months of 1949, sales totaled \$103,267,000 and net income was \$1,998,000 or \$1.08 per common share after preferred dividends.

In the second quarter of 1950, sales of Philco Corporation were \$67,525,000 and earnings were \$2,598,000 or \$1.49 per common share after preferred dividends.