



Founded in 1924

HEIDL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heidl, Editor

RECEIVED

SEP 5 1950

RECEIVED

INDEX TO ISSUE OF AUGUST 23, 1950

AUG 25 1950

NILES TRAMMELL

Antennas Indicate How Eagerly Middle West Reaches Out For TV.....	1
Age No Barrier To "Bill" Hassett, Atwater Kent Vet, With H.S.T....	2
Psychiatrists Open Own FM Station.....	2
N.Y.-Chicago Radio Relay, World's Largest; Coast TV Starter.....	3
Sarnoff, Benton, Would Counter-Attack Red Propaganda.....	4
Soviet Spy Radio Stations Sought In North Mexico.....	4
Harrison, I.T. & T. Pres., Mentioned For Top Defense Controls Job...	5
"Meet Press" Sues Mutual On Contract.....	5
NAB Asks Industry To Underwrite Rate Structure Survey.....	6
Television In London Busses.....	6
\$975,000 Radio-TV Price Paid By Gillette For World Series.....	7
Clark Leads Sen. Taylor By Only 899 Votes.....	7
Television Sets In Urban Homes May Be 5,000,000 Or More.....	7
Westinghouse Would Solve Color TV With Mirrors.....	8
RCA Relinquishes Four Trade-Marks To Radio, And TV Industry.....	8
Radio Crook Lands In Jail In New Quiz Program Racket.....	9
Indie Motion Picture Producers' Head Not Worried About TV.....	9
Eisenhower To Open Radio Free Europe Crusade.....	10
Floating "Voice" Stations Considered In Propaganda War.....	10
TV Crosses English Channel; Other Images Clear 80 Miles At Sea...	10
DuMont Testified Against TV Tax In Senate.....	11
Apgar, World War I "Ham", Dies; Broke Sayville Code.....	11
Theatre Owners See TV As Supplement Only.....	12
Axis Sally, Radio Traitor, Moved To Fenced-in Jail.....	12
Scissors and Paste.....	13
Trade Notes.....	15

August 23, 1950

ANTENNAS INDICATE HOW EAGERLY MIDDLE WEST REACHES OUT FOR TV

by Robert D. Heinl

Doubtless the situation is the same in other parts of the country but the trail of television antennas seen on a motor trip which this writer has just made from Washington, D. C. to Indiana over the National Road (Route 40) was one of the most amazing features. All the more remarkable was that many were upwards of 50 miles away from the station or stations they were trying to get. Reception, of course, varied with the distance, altitude, weather conditions, etc., but regardless of the quality of the picture regularly received, if any, those making the effort invariably showed tremendous interest and great perseverance - much the same as in the early days of radio when we would sit up all night trying to tune in the West Coast.

Where once Abraham Lincoln journeyed back and forth to the Capital in a stagecoach through Maryland, over the Alleghenies, West Virginia, Pennsylvania, Ohio, and Indiana, you might say is now almost lined with television antennas. Antennas with cross-arms double, triple and even quadruple the number and many times the height of those ordinarily seen in the cities. One mast on the outskirts of Cumberland, Md., had so many cross-arms and was so high that it almost bent double. Another mast along the route must have been 50 ft. high with perhaps a dozen loops and cross-arms.

Practically every tavern proclaimed it had television (whether it did or not) but the number of masts over the mountaineer and farmer homes were not far behind. It was noticeable that no house was too humble to have its television antenna. Here one frequently saw homemade antennas, often of the most fantastic design. Automobile trailer camps, too, provided themselves with antennas - some for group television receivers and others connected with individual trailers.

The cream of the seeing and listening area was, of course, in the Alleghenies although transmitting stations were frequently far away. A spot which reported excellent reception was the Summit Hotel at the top of Uniontown, Pa. Mountain at a height of perhaps 3,500 feet. Pittsburgh roughly 40 miles to the north with Station WDTV was largely depended upon here.

Unusual distances were reported from the top of Big Savage Mountain, at an altitude of 2,850 feet, 2 miles west of Frostburg, Md. At Big Savage, it was said that Stations WBAL-TV and WMAR-TV from Baltimore, and WTOP-TV, WNBW, WTTG, and WMAL-TV, Washington, D.C. each over 100 miles distant, were from time to time satisfactorily received.

Nor were antennas more numerous per capita in the mountain regions than on the flatlands. They fairly blossomed forth on the route through Zanesville, Columbus, where TV station WNBS is located, and Springfield, Ohio, and Indianapolis. The last named is also served by WTTV in nearby Bloomington, Indiana, home of one of the large RCA Manufacturing plants, and said to be the smallest city in the United States to have a television station. Terre Haute, Ind., reported best reception from Indianapolis, WFBM-TV, and Cincinnati WLWT-TV.

Yet with all these antennas lining the most travelled automobile route from Washington to the Middle West, it was interesting to find the large number of people who either never saw first class television pictures or, in fact, any at all. Nevertheless, the antennas blossoming forth almost continuously on both sides of the road are surely an indication of how eagerly the people in that part of the country if not across the entire United States are reaching out for television.

X X X X X X X X X X

AGE NO BARRIER TO "BILL" HASSETT, ATWATER KENT VET, WITH H.S.T.

William D. Hassett, former Vermont newsman and later well-known radio publicity man who was taken into the White House secretariat by President Roosevelt and retained by President Truman, will stay on the job when he passes his 70th birthday Aug. 28. The President has set aside mandatory retirement for him.

A newspaperman in Washington and abroad for many years, Mr. Hassett was appointed assistant to Stephen B. Early in 1935 and later became secretary in charge of correspondence. Mr. Hassett handled publicity on the old Atwater Kent broadcasts.

Mr. Hassett was the top member of the White House secretariat with President Roosevelt when the latter passed away at Warm Springs. He had left some papers for the President to sign and when he went back a few minutes later the President was dead.

X X X X X X X X X X

PSYCHIATRISTS OPEN OWN FM STATION

The Institute of Living in Hartford, Conn., began broadcasting over its own radio station WIOU, last week. The station's power is limited to the campus of the institute, which is located close to the center of Hartford. The new station is believed to be one of the first in the country operated by a psychiatric institution.

The station is on the air several hours a day broadcasting news, special features and recorded music to guests at the institute. Special talks and musical programs by members of the hospital staff are planned. Sunday religious services also may be broadcast.

X X X X X X X X X X

N.Y.-CHICAGO RADIO RELAY, WORLD'S LARGEST; COAST TV STARTER

Communications history will be made September 1 when the Long Lines Department of the American Telephone and Telegraph Company places in regular service its new radio relay system between New York and Chicago. Used on a stand-by basis in recent weeks, the new super-highway of communication is the first link in a relay system that will eventually span the continent.

Capable of carrying hundreds of telephone conversations and several television programs, the new system will augment existing coaxial cable routes to the Midwest, strengthening one of the most important backbone routes in the nation's network of communications.

Built at a cost of approximately \$12,000,000, the new route is the longest chain of radio relay stations in the world. Video signals or telephone messages span the 838-mile route in a series of 34 hops of about 25 miles each, all quicker than the blink of an eye. En route, the system also provides additional service to such intermediate points as Pittsburgh, Johnstown, Cleveland and Toledo.

When the radio relay system has been extended from coast to coast, it will provide another large capacity route along which any type of communications can be flashed across the nation. Construction is now completed and exhaustive tests are being made on the relay system from Chicago to Omaha. This 458-mile leg will be ready for service September 30.

Construction of the Omaha-Denver section got under way last April and installation of the complex microwave relay equipment is to begin soon. Tests for relay paths between Denver and the coast are now finished and construction of the relay stations across the Rockies and Sierra Nevadas and Coastal Ranges is in the preliminary stages. Service on this western section will be available late next year, according to the latest estimates of the Bell Engineers.

Microwaves behave much like light waves in that they are effective only to the horizon. For this reason the stations are built within line-of-sight of each other. The radio relay stations between New York and Chicago are from 60 to 200 feet in height depending on the terrain. Generally, in hilly or mountainous areas the smaller stations can handle the job because they take advantage of the natural elevation. Taller structures are usually needed to get the necessary line-of-sight in flat or gently rolling countryside.

At New York, the picture-carrying signals are flashed from a 10-foot square antenna atop the Long Lines building to the first relay station in New Jersey. The microwave antenna shoots the radio energy in a very narrow line similar to the beam of a searchlight.

This invisible radio beam, obtained by the use of a highly efficient metal lens, enables the telephone company engineers to project the signal with a transmitter power of only 1/2 watt, about the same power needed to operate a small flashlight. If the special lens

were not used, it would take a transmitter of 25,000,000 watts to produce a signal of the same strength at the receiving antenna of the next station.

The microwave signals flow through wave guides (hollow rectangular pipes) to the radio amplifying equipment where they are boosted back to original strength and shot out through another lens-equipped antenna to the next station. When radio relay channels are used for telephone messages, additional equipment is provided at the terminals to screen out the hundreds of telephone conversations, each of which rides the microwaves at a different frequency.

X X X X X X X X X X

SARNOFF, BENTON, WOULD COUNTER-ATTACK RED PROPAGANDA

Brig. Gen. David Sarnoff, Chairman of the Board of RCA, and U. S. Sen. William Benton (D., Conn.) have urged that the U. S. immediately launch a defensive counter-attack against Communist propaganda, and follow it up with a full-fledged, world-wide psychological offensive.

Gen. Sarnoff and Sen. Benton, with Prof. Harold D. Lasswell, of the Law School, Yale University, took part in a "University of Chicago Round Table" broadcast over the NBC last Sunday, Aug. 20, the subject of which was "Can We Defeat the Propaganda of International Communism?"

Sen. Benton proposed that the U.S. immediately invite special commissions of 100 people from every country in the world to spend 60 days in the U.S. to study and report back to their own people on the truth of Communism's claim that the U.S. is a "war monger, imperialist, and exploiter".

Gen. Sarnoff proposed that the United Nations, as well as the U.S. should have radio facilities "powerful enough to be heard throughout the world".

In waging what he called "Psychological Peace-Fare", Gen. Sarnoff said that the first task is to "tell the Big Truth about the Big Lie". Giving an example of the type of material being fed to the Russians from the propaganda mills, the General told of an article in "Red Fleet", a Communist magazine published as late as November, 1949, which reported: "American industrialists want to have all corpses skinned for use as leather. American cattle-growers are objecting to this because they don't like the competition."

X X X X X X X X X X

SOVIET SPY RADIO STATIONS SOUGHT IN NORTH MEXICO

Undercover agents are searching northern Mexico for clandestine radio stations, it was disclosed last week in a U.P. report, and one said the stations may be beaming information on United States troop movements to Russia.

X X X X X X X X X X

8/23/50

HARRISON, I.T.&T. PRES., MENTIONED FOR TOP DEFENSE CONTROLS JOB

William Henry Harrison, President of the International Telephone and Telegraph Co., was mentioned prominently this week in Washington for the top Commerce Department job in administering new defense controls over materials.

General Harrison has an extensive business background which led him to the post of Director of Production in the War Production Board. Then, as a Major General, he headed procurement for the Signal Corps during the war.

If he takes the Commerce Department post, he would be in charge of the priorities, allocation and inventory control of industrial materials. It is expected that the President will delegate these powers, contained in the Defense Production Bill now being debated in Congress, to the Department.

X X X X X X X X X

"MEET PRESS" SUES MUTUAL ON CONTRACT

The owners and originators of the "Meet the Press" radio and video news forum announced yesterday (Aug. 22) that they will file suit for \$1,250,000 against the Mutual Broadcasting System, charging breach of contract and plagiarism of their program idea.

Martha Rountree and Lawrence E. Spivak, originators of the so-called "press conference of the air", said they had instructed their attorney, Maurice Smith of New York, to file the \$1,250,000 damage suit next Monday.

In a statement released to the press, Miss Rountree and Spivak asserted that Mutual "deliberately" canceled a "Meet the Press" contract which had two years to run and replaced it with a "flagrant carbon copy" called "Reporters' Round-up". The new program, they charged further, appropriates "not only the basic format", but uses "regular participants" of the "Meet the Press" show.

The Mutual presentation of Reporters' Roundup at the same time the next week following the last broadcast of "Meet the Press" "improperly represents and implies that it is a continuation - under a different title - of 'Meet the Press', and as such is unfair competition and a breach of faith as well as contract", the two declared.

The television version of "Meet the Press" is telecast over the National Broadcasting Company network and is separate from the radio version.

X X X X X X X X X X X

8/23/50

NAB ASKS INDUSTRY TO UNDERWRITE RATE STRUCTURE SURVEY

In reply to a proposal by the Association of National Advertisers that drastic cuts be made in the rate structures of radio stations and networks, the National Association of Broadcasters is requesting the entire broadcasting industry to join together in underwriting a special survey designed to provide the true facts concerning this rate structure.

The special survey is being proposed to provide the true facts concerning the rate structure of all radio stations with reference to circulation as they compare with other advertising media and to evaluate the relation of station rates to station operating costs. It will not presume to determine individual station rates but rather to develop basic information to enable station operators realistically to evaluate the competitive position of their own medium and in turn to determine for themselves their individual rates with reference to all competitive media as well as in the light of their own station operating costs.

It was pointed out that in order for the survey truly to reflect the facts the maintenance of existing rate structures is essential. Stations will therefore be requested not to yield to pressures from organized groups of buyers pending the completion of the survey.

The NAB proposed that organizational details attendant to such a survey be undertaken immediately in order to enable the study to be completed by March 1, 1951.

In view of the fact that the Broadcast Advertising Bureau Committee of the NAB has recently completed its study resulting in the proposal that BAB become a separate corporation, it is felt that this Committee, headed by Robert D. Swezey, WDSU, New Orleans, La., would be well qualified to take over organizational details in connection with a survey of this type.

X X X X X X X X X X

TELEVISION IN LONDON BUSES

Television has been installed in buses traveling between London and outlying points, according to the London Daily Express, and passengers coming home at night from the seashore or other places will have "pictures all the way".

Six aerials, one receiver and TV screens on nine-inch tubes comprise the installation. The screens, one on each side, face the passengers on panels a little below the ceiling of the bus and back of the driver.

There is no extra charge. Television license holders in Britain are not permitted to collect a fee for TV entertainment.

X X X X X X X X X

\$975,000 RADIO-TV PRICE PAID BY GILLETTE FOR WORLD SERIES

Television and radio broadcasting rights to the 1950 World Series went this week to the Gillette Safety Razor Company and the Mutual Broadcasting Company for \$975,000. Television cost the companies \$800,000, radio \$175,000.

The bid - near the million-dollar mark from a \$65,000 beginning in 1947 - was \$600,000 higher than last year.

Baseball Commissioner A. B. Chandler announced the deal Monday (Aug. 21) in Cincinnati.

From this money, the players' pension fund - an insurance annuity system that costs about \$200,000 each year to operate - will be paid.

Gillette and Mutual televised the 1949 World Series.

The whole thing is a far cry from the total receipts for the first World Series in history, that of 1903, when the "take" was \$50,000.

X X X X X X X X

CLARK LEADS SEN. TAYLOR BY ONLY 899 VOTES

With official returns from six counties still lacking, D. Worth Clark as of Aug. 20, held only a 899-vote lead over Senator Glen H. Taylor in their Democratic primary race for the Senate nomination. Returns, based on official results in thirty-eight counties and on unofficial returns from six counties, gave Mr. Clark 26,882 votes to 25,983 for Senator Taylor.

Senator Taylor's office in Washington refused to comment on reports that the close vote might call for a recount.

X X X X X X X X X X

TELEVISION SETS IN URBAN HOMES MAY BE 5,000,000 OR MORE

Of the nation's urban homes, 18.4 per cent now have television sets, according to the May, 1950, psychological barometer of 10,000 home interviews just made public. This figure represents a rise of 5.3 per cent over the 13.1 per cent figure obtained in the February barometer, the Psychological Corporation reports.

Projected to all American urban households, the latest figure means that 4,784,000 urban homes had television sets at the time of the survey. That projection is based, the study explained, upon latest United States census estimates of 26,000,000 urban households.

X X X X X X X X X X

WESTINGHOUSE WOULD SOLVE COLOR TV WITH MIRRORS

A mirror that reflects only one color is said by the Westinghouse Company at Pittsburgh to be hastening the day of color television.

By depositing ultra-thin lines of metallic compounds on clear glass, Westinghouse technicians are producing mirrors that "see" and reflect only one color - either red, blue or green. It's part of a research program aimed at uncovering new knowledge and techniques in the field of color television.

The mirrors are used at both the transmitting and receiving ends of the television system. At the transmitter they pick up the color picture from the camera and split it up into its three basic colors - green, blue and red. These are sent in proper sequence through the system. Another set of mirrors at the receiver "gather" in the colors and help regroup them in the color picture seen on the television screen.

X X X X X X X X X X X

RCA RELINQUISHES FOUR TRADE-MARKS TO RADIO, AND TV INDUSTRY

Three of television's best known trade-marks and a famous miniature tube name are being voluntarily surrendered to the public domain by the Radio Corporation of America, it was announced last week by Frank M. Folsom, President.

Mr. Folsom said that the U. S. Patent Office has been requested by RCA to cancel its registration of these registered trade names: Iconoscope, first electronic "eye" of the television camera; Kinescope, picture tube of television home receivers; Orthicon, improved television pick-up tube; and Acorn, tiny radio tube now a commonplace in portable sets.

"Now that television has become established", Mr. Folsom declared, "RCA finds gratification in the fact that the industry uses these names in a generic and descriptive manner. In relinquishing our registrations for the benefit of the industry, we are following RCA's traditional policy of stimulating progress in the radio and electronic fields."

The three television trade-marks are of Greek derivation. Kinescope, registered by RCA in 1932, stems from "kineo", meaning "to move", and "scope", signifying "observation"; Iconoscope registered in 1935, incorporates the Greek "icon", meaning "image"; Orthicon, registered in 1940, employs the prefix "ortho", meaning "direct".

X X X X X X X X X

RADIO CROOK LANDS IN JAIL IN NEW QUIZ PROGRAM RACKET

A swindle concocted in equal parts of super salesmanship, radio quiz programs, the universal desire to achieve quick wealth and a play upon the feelings of minority groups ended with an arraignment in Mid-Manhattan Magistrate Court in New York City this week.

Brought before the courts was 59-year-old Henry Davis of Orange, N.J., a man with a criminal record for twenty-five years. Detective John Sheehan of the Main Office Squad, assigned to the case for two months, outlined the pattern of Davis' campaign.

Representing himself as a salesman of an encyclopedia, Davis would go to the home of a family in a minority group. He would tell them that his concern was angered because radio quiz programs were discriminating by not directing telephone contest calls to members of their group. Then he would tell them that if they bought the encyclopedia his concern would arrange for a quiz program to call. They would then be asked three questions. He assured them that he would inform them on which page of the encyclopedia they would be able to find the answers.

That very evening a new automobile would be standing in front of their house. And two days later Davis said, he personally would bring over the remainder of the \$5,000 in prizes.

The scheme worked well. Complaints against the swindler were made in many parts of the country. The encyclopedia concern and several radio quiz programs appealed to the police, and several New York detectives were assigned to the case.

The break came in Albany. Davis, an inveterate horse player, had visited Saratoga and gone broke. (Police estimated that he lost \$750,000 on the horses since he was first convicted of grand larceny in 1925.) In order to raise cash, Davis went to Albany to work his scheme. But the housewife that Davis visited there already owned the encyclopedia in question. Because she had paid \$10 less for her set than Davis asked, she notified the police. Davis was arrested and brought to New York.

X X X X X X X X

INDIE MOTION PICTURE PRODUCERS' HEAD NOT WORRIED ABOUT TV

I. E. Chadwick, President of the Independent Motion Picture Producers' Association, upon returning to Hollywood last week from a four months' speaking tour of the country expressed surprise that theatre grosses generally were so good. "There are a few weak spots", he said, "due mostly to local conditions. And surprisingly, I found not so much alarm about the effects of television on the box-offices as I had been led to believe. There is no panic about it, and there is no substantial basis for fears. Grosses are only off about 10 percent from the peak."

X X X X X X X X

EISENHOWER TO OPEN RADIO FREE EUROPE CRUSADE

Gen. Dwight D. Eisenhower's address opening The Crusade for Freedom, a nationwide campaign to mobilize the American people for getting the truth to countries behind the Iron Curtain, will be broadcast over the Columbia Broadcasting System and other major networks on Labor Day, Monday, Sept. 4 (CBS, 11:15-11:30 P.M., EDT).

This will be General Eisenhower's first major address since the outbreak of the Korean war and he will offer his views on the crisis.

During The Crusade for Freedom, which will run for six weeks and is based on an idea of Gen. Lucius D. Clay, millions of Americans will be asked to sign pledges affirming their belief in the cause of world freedom, and to participate, through small contributions, in the campaign to counter Communist propaganda through broadcasts over facilities of Radio Free Europe.

X X X X X X X X X X

FLOATING "VOICE" STATIONS CONSIDERED IN PROPAGANDA WAR

Ships converted into floating radio stations may be used to beam Voice of America broadcasts into iron curtain countries as part of this country's new psychological warfare program, informed sources revealed to the Washington Post.

Officials are considering the idea as one step in the proposed \$89,000,000 "campaign of truth" against Communism. But the plans are still highly tentative, informants said.

Another idea is to distribute thousands of low-cost, mass-produced radio receivers in Communist-controlled areas. David Sarnoff recently stated he believed RCA can produce such receivers for \$2 each. Officials here say 50,000 of them could be got into Communist countries.

Voice of America ships might be stationed in the Baltic, Red Sea, Persian Gulf, Mediterranean and Pacific near China and Russia.

X X X X X X X X X X

TV CROSSES ENGLISH CHANNEL; OTHER IMAGES CLEAR 80 MILES AT SEA

The first television pictures ever sent across the English Channel were received in London last week from a portable transmitter in a public square in Calais, France. The pictures sent, as a test, showed scurrying Calais pedestrians. Three relay points were used for the transmission, which was a warmup for a public cross-channel television display on Aug. 27, centenary of the first cross-channel cable.

Clear, steady television pictures were reported received on a Zenith TV set 80 miles at sea recently on the Furness Line's "Queen of Bermuda".

X X X X X X X X X X

DuMONT TESTIFIES AGAINST TV TAX IN SENATE

The Treasury's proposed excise tax on television receiving sets is contrary to the public interest and would be a burden on a new industry, Dr. Allen B. DuMont, Chairman of the Excise Tax Committee of the Radio-Television Manufacturers' Association, testified last week at a hearing before the Senate Finance Committee.

Dr. DuMont stated:

"The public interest values inherent in television must be weighed against the one reason offered by Secretary of the Treasury Snyder in support of the tax -- 'the extension of existing excises in the interests of competitive equality', wherein he stated that television is competitive to other forms of entertainment which are subject to excise taxes, such as sports events and movies.

"We believe that three important public interest factors are at issue. First, the fact that television, an industry which for commercial purposes is only three years old, is being subjected to an excise tax which in the past has not been placed on any other industry in such a comparatively early stage of development.

"Secondly, in times of international crises and national emergency, nothing can compare with television as a means of developing and maintaining public morale.

"Finally, television cannot be equalled as a medium for visual training of the citizens of the United States in general defense and self-preservation in the event of an all-out at-home war.

"The television industry is in a state of flux, with many technological changes still taking place. Its growth has been retarded by the 'freeze' imposed by the Federal Communications Commission on construction of new television stations since September, 1948. Many television stations and all television networks are operating at a loss. Manufacturers have still to make up the enormous investment they have put into research and development in the new medium."

X X X X X X X X X X

APGAR, WORLD WAR I "HAM" DIES; BROKE SAYVILLE CODE

Charles E. Apgar, 85 years old, a "ham" radio operator who recorded code messages during World War I from a German station at Sayville, L. I., which proved to be tips to German submarines on the movements of neutral ships and caused the Government to seize the station, died at Westfield, N.J. last Friday, Aug. 18.

In 1915, he was operating in his house at Westfield his own amateur station, W2MN. At that time the German radio station at Sayville was under suspicion of the U.S. Government. It was feared that its apparently straightforward commercial messages actually were in cipher code and Government censors were assigned to try to figure out the truth. Nothing came of that effort and then W. J. Flynn, Chief of the U.S. Secret Service, heard of Mr. Apgar and pressed him into service because he had a recording arrangement.

Mr. Apgar recorded the radio signals sent out from Sayville. Secret Service men then broke the code in which they were sent and discovered the tips to the submarines. Then the Navy seized the station

X X X X X X X X X X

- 11 -

THEATRE OWNERS SEE TV AS SUPPLEMENT ONLY

Theatre television is intended to supplement, not supplant, film features in theatres, Gael Sullivan emphasized last week in a foreward to a TOA brochure containing Nathan Halperin's recent address on theatre television before the Southern California Theatre Owners Association.

"There is no desire to monopolize any category of films for theatre television, any more than the films have ever monopolized programs for theatres", Mr. Sullivan states.

"An important direction for the motion picture industry is theatre television as an added attraction to the basic film features", the TOA executive points out. "If theatre television were to increase boxoffice only 25 times a year, it might well provide for profitable theatre operations and in stabilizing all segments of the film industry."

Copies of the brochure are being mailed to all film producers and studio representatives, to radio and TV editors and to Senators, Congressmen, members of the FCC and other government officials.

X X X X X X X X X X

AXIS SALLY, RADIO TRAITOR, MOVED TO FENCED-IN JAIL

Mildred Gillars, better known as Axis Sally, who is serving a 10-to-30 year prison-term for treason, has been transferred from Lorton penal institution near Washington, D. C. to the Federal Women's Reformatory at Alderson, W. Va.

Donald Clemmer, District Director of Corrections, said the transfer was ordered by Attorney General J. Howard McGrath now that all appeals and motions by Miss Gillars' attorneys have been decided.

Mr. Clemmer said he got rid of 48-year old Mildred Gillars, convicted two years ago, because he felt she was "unpredictable".

He said Sally had not tried to escape, but she got "that faraway look" whenever she got near the woods which surrounds Lorton's unfenced precincts. She hadn't been acting "strange", he said, but he got an "impression, a feeling, a hunch" that maybe she should be held elsewhere. She was transferred last week.

Miss Gillars, who was dubbed "Axis Sally" by American GIs who heard her Nazi propaganda broadcasts from Berlin in World War II, was convicted of treason last year.

X X X X X X X X X

A cartoon by Herblock in The Washington Post depicts the Soviet Propaganda Department. Stacks of prepared broadcasts and speeches in the U.N. are shown. An officer who is showing Stalin about the place becomes so enthusiastic, he exclaims: "To give you an idea how effective our propaganda is - we're beginning to believe it ourselves."

X X X X X X X X X X

:::
 ::: SCISSORS AND PASTE :::
 :::

Keep Communications Private!
 ("Long Lines Magazine")

We Long Liners are well aware of our responsibility for insuring the privacy of communications to the users of our services. Keeping communications private is not only an essential part of our business but it is illegal not to do so. There are severe penalties for violations of our country's Communications Act. This matter of privacy is especially important with the unsettled world conditions of today.

In this connection, FBI Chief J. Edgar Hoover recently said: "The communist threat to the United States is real and ever-present. In the event of a national emergency, our public utilities, our systems of communications and transportation, and our basic industries would loom as important targets for their conniving aim to infiltrate and disrupt the vital life stream of our American system."

The Communications Act of 1934 states in part: "No person receiving or assisting in receiving, or transmitting or assisting in transmitting, any interstate or foreign communication by wire or radio shall divulge or publish the existence, contents, substance, purport, effect, or meaning thereof. . ."

Our Company's practices (Long Lines Department, American Telephone and Telegraph Company, 32 Avenue of the Americas, New York City), are designed in all respects to ensure privacy to users of our service, and it is important that employees know the practices, understand them and follow them rigidly. Details concerning the Communications Act and Company regulations for privacy are available in a booklet called "Protection of Telephone Plant and Service" which has been given to employees during the past few years.

- - - - -

G.I.s Find Red Radio A Lot Of Hot Air Waves

(By Walter Simmons "Chicago Tribune" Press Service with the U.S. 8th Army Headquarters in Korea)

The North Koreans are using Japanese war time methods in their radio propaganda, but the results are so crude they arouse only laughter.

GI listeners promptly hung the label of "Seoul City Sue" on the enemy's equivalent of Tokyo Rose. Sue isn't very good. She is far from seductive vocally and her "facts" conflict sharply with ordinary knowledge.

A cultured English voice nightly parrots the Moscow line from Seoul. The speaker is believed to be a former British pilot who turned Communist and has broadcast and written for the Chinese Communists for several years. The few GIs who have access to radios consider his accent howlingly funny. However, they stop laughing when they hear American prisoners on the air - one or two nightly - because between the lines can be read the coercion that turned them into Moscow stooges.

A lieutenant began his statement with "I was told to say." An artillery major ended with, "Goodbye and hoping to see you soon."

A lieutenant said, "The 306 prisoners in this camp wish for the war to end as soon as possible."

The communist speech writers strive to promote friction between American officers and their men. A corporal was compelled to say: "I was driven about by officers for 10 tedious years. My army life made me culturally and politically ignorant. They taught me only to drive a truck. I have never seen any army as strong as the North Korean. Hurrah for the Korean People's army."

What the army will do after the war to those who permit themselves to be used for propaganda purposes is unknown. Technically, they could be tried for treason. The broadcasts are being monitored and recorded.

Many such messages are inoffensive when read in a faltering voice by the prisoner himself. However, the Korean translation which follows bears little relation to the English version.

- - - - -

Points to Necessity of Speeding Up Radar Interceptors
(John S. Neustadt in a letter to the Editor of the
"New York Times")

In the Times of Aug. 9 the article stating that our Air Force is told to speed up a radar screen enabling it to spot approaching planes 150-300 miles away evokes considerable doubts as to the practical efficiency of this "Maginot Line" of the air.

The latest bombers have a speed of 300 miles and more per hour. If our radar equipment would pick up an approaching squadron about 200 miles away from its goal there would be no time left for interceptor planes to meet the hostile planes, and certainly too little time would be left for civil populations to get warnings in time to seek protective shelters.

With the present development of speedy long-range planes it would seem reasonable to throw a net of radar-equipped ships (with anti-aircraft and anti-submarine accouterments) around the nation as much as 800 miles from our coast lines, so that hostile planes can be spotted with plenty of time for warnings and defense measures available.

- - - - -

From Whence Came The Word "Electronics"?
("Tele-Tech")

A recent issue of the Magazine "Electronics" asserts:
"Back in 1930 McGraw-Hill coined the word electronics."
That is not true.

The facts are that a year before, in 1929, after M. Clements had outlined and proposed a magazine embracing the increasing and diversified uses of the vacuum tube, (which magazine he had proposed calling "Electrons"), he and O. H. Caldwell, discussed plans for the new magazine with Dr. John Mills of Bell Labs, who suggested a term already being used in England, "electronics". This Bell Lab's suggestion Clements and Caldwell then adopted. So the word was evidently coined before 1929, and undoubtedly used abroad in science nomenclature long before the magazine ever appeared.

TRADE NOTES

The Federal Communications Commission is angling for the job of handling communications such as the War Communications Board during World War II, Jerry Kultz, Washington governmental columnist writes.

Gardner Cowles of the Cowles Broadcasting Co., and his wife Fleur (of Flair magazine) will receive a Neiman-Marcus Award at the Mid-Century Exposition of Fashion Sept. 4. They are being cited for "a fresh interpretation of the news of fashion through magazines, the newspaper and radio."

Although the station will not begin operations until next month, the Nashville Tennessean heralded its new station WSM-TV station last week with a 64-page television section.

American Broadcasting Company, Inc. - Six months to June 30: Net income \$180,000, equal to 11¢ a common share, contrasted with a loss of \$46,141 year before.

Peter Borrás, 60-year old president, manager and founder of the Madrillon Restaurant in Washington, D.C., died of a heart attack last Monday night.

Mr. Borrás, whose wife Gladys was well-known to the radio industry as secretary to Frank M. Russell, National Broadcasting Co. Washington Vice-President, was a native of Spain but had lived in Washington about 40 years.

A recording kit no larger than a physician's bag, NBC reports, is helping news correspondents capture the sounds and comments of the war in Korea for presentation to the listening public of America. As self-sufficient as the portable radio seen at beaches across the country, the recorder operates on just the same type of batteries which power the radio and can be taken to the "beaches" at the front with equal facility. It is replacing the typewriter as the symbol of the radio war correspondent.

Sparks-Withington Company and Subsidiaries - Year to June 30: Net profit, \$459,083, equal to 48¢ a common share, after a \$67,938 loss resulting from devaluation of Canadian dollar. This compares with a profit of \$25,709 in the previous fiscal year. The company expects to mail the annual reports to shareholders about Sept. 11.

Longines-Wittnauer dealers from all over the country, in New York City to attend the American National Retail Jewelers' Ass'n convention convened in Columbia Broadcasting System Playhouse No. 3 to listen to an informal talk by Frank Stanton, President of CBS.

Licensed television receivers in the United Kingdom totaled 382,348 on May 31, 1950, of which 109,852 were located in London. On January 31, 1950, the number of licensed receivers was 280,092, of which 85,991 were located in London.

New and more powerful RCA Carfone radio communication equipment, meeting both city and suburban mobile communication needs of public utilities, and police, fire-fighting, taxi, and commercial services, has been announced by the RCA Engineering Products Dept.

The new Model CMV-4A Carfone, designated the "Super Carfone 30", is designed to supply over 30 watts of power output over the entire 152-174 megacycle range, embracing the commercial and government frequency bands. It is especially effective in achieving signal quality in crowded metropolitan areas and broader coverage in suburban areas.

Radio Moscow is urging large-scale advertising to influence Russian buyers.

A broadcast, picked up by United States Government monitors, complained that while Soviet cooperatives were boosting production, no one was trying very hard to get the people to buy the goods produced.

"The time has come when our cultured Soviet advertising must be used on a large scale", the Moscow radio said.

Trav-Ler Radio Corporation: Six months: Net income, \$575,055, equal to 91¢ a share. No comparison is available.

WNAX, Yankton-Sioux City, a Cowles station, last week offered free of charge a newspaper-size Korean War Map to listeners requesting it. A time schedule of WNAX newscasts appears on the map with sponsor identification.

The offer was introduced on the air on an evening newscast, a few hundred requests were received the very next day. On the second day WNAX found it necessary to hire five extra girls to process the deluge of requests. At the end of the week, 15,528 WNAX listeners had requested the map. In a little over two weeks the printing order of 35,000 maps has been virtually exhausted.

Imports of radio receiving tubes into the Union of South Africa totaled 407,556 units in 1949, of which the United States supplied 214,472 and the United Kingdom 164,703.

An estimated 600,000 receivers are in use. About 90 per cent of the sets were manufactured after 1939.

Jack R. Edmunds, Program Director for radio station KPRC and KPRC-TV, at Houston, Texas, died of a heart attack last week while on his way to work. His age was 41.

Mr. Edmunds, who had been with KPRC since last January, formerly served with KXYZ and KTHT, both Houston radio stations. He was Program Director for the American Broadcasting System in Washington, D.C. during World War II.

A new relay power supply for AM, FM, or TV studios now available, RCA states, employs the latest in mechanical layout and design, plug-in type electrolytic capacitors, resistors with ratings well above requirements, and a tapped transformer for increasing output voltage.

Designated the RCA Model BX-4A, it supplies up to two amp-eres of filtered direct current at 24 volts to relay and pilot-light circuits.

X X X X X X X X X