



HEINTZ NEWS SERVICE

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August 30, 1950

TOBEY (N.H.) NEXT RADIO SENATOR TO FACE PRIMARY HELL-FIRE

With the smoke of battle from the Democratic primary hardly cleared away in the photo finish defeat of Senator Glen Taylor (D), of Idaho, "Radio Cowboy", and Henry Wallace's running mate, by Ex-Senator D. Worth Clark (R), former member of the Senate's Interstate and Foreign Commerce Committee which passes on all radio and television matters, the next man of interest to the industry who may (or may not) be burned at the Congressional renomination stake, this time, the Republican wigwag, is the veteran Senator Charles W. Tobey (R) of New Hampshire.

Senator Tobey has a record of having never lost an election contest in his climb from town selectman through both houses of the State Legislature, Governor, member of the U. S. House of Representatives and finally the Senate. Senator Tobey is opposed by J. Wesley Powell, former administrative assistant to Mr. Robey's Republican colleague, Senator Styles Bridges.

Mr. Powell is 34 years old, a lawyer, and World War II disabled Air Force veteran. The age of Senator Tobey is not given in either the "Congressional Directory" or "Who's Who" in America, the sketches for which are usually written by the biographees. The Associated Press estimated his age at 69. He was born in Rosbury, Mass. Mr. Powell is the first of the ninety-six Senate administrative assistants to make a bid for the Senate. He gave up his \$10,000 a year job with Mr. Bridges before making his formal announcement that he would try to unseat Senator Tobey.

The new posts of administrative assistants to Senators were created by a 1946 law. The position is supposed to go to an expert who can do staff work for the Senators. However, the thing that the Senators and their administrative assistants are talking about is the fact that Mr. Powell would step out of Mr. Bridges' office to try to defeat Senator Tobey in the same State and same party.

Although there has been no public break between the two New Hampshire Republican Senators, they often are on opposite sides on major issues. Mr. Bridges at 52 is the senior Senator, having served since 1937. Aides of Mr. Tobey say that he gave Senator Bridges his first official job as a member of the New Hampshire Public Service Commission in 1930 when Mr. Tobey was Governor.

Senator Bridges has been one of the leaders in the so-called Senate economy group and votes most of the time with the Republican opposition to the Truman Administration. Senator Tobey, on the other hand, frequently has backed Democratic programs. At other times, he has been one of their most caustic critics.

Friends say that Mr. Powell decided to try for the Senate after acting as Chairman of the Speakers Bureau for Senator Bridges' 1948 campaign. When scheduled speakers failed to appear, Mr. Powell took the platform and made a hit, his friends add.

Drew Pearson had this to say of the current Tobey-Powell contest:

"Big-time money is still pouring into senatorial primaries, the latest to attract attention being the New Hampshire battle between two Republicans, elder Statesman Senator Charles Tobey and former Senate Secretary Wesley Powell.

"Powell, an energetic young man who formerly ran the office of New Hampshire's Senator Styles Bridges, seems to have an abundance of funds to spend in his campaign against Tobey. Yet he resigned from his job with Senator Bridges one year ago, has no law practice, no other important means of support, and has been giving all his time to campaigning.

"Where he gets his lush campaign chest is not yet known. However, Truman's close friend Ed Pauley once vowed that he could contribute any amount of money to defeat Senator Tobey. This was after Tobey led the Senate attack which defeated oil-man Pauley for appointment as Undersecretary of the Navy. Tobey maintained that with the Navy buying large amounts of oil, a big oil man who had raised thousands for the Democratic Party, should not be running the Navy.

"Also sore at Tobey and reported anxious to unseat him are David Sarnoff of RCA, who was once questioned by the New Hampshire Senator, and the Textron Co., also called before the Committee by Tobey."

Senator Tobey, backing contentions of Maj. E. W. Armstrong, inventor of FM, and Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, gave the Federal Communications Commission a vigorous going over as a result of what he declared was "kicking Frequency Modulation (FM) upstairs."

The Tobey-Powell primary will take place Tuesday, Sept. 12.

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FORECASTS BILLION DOLLAR PARTS RENEWAL MARKET IN 1955

An enormous upsurge of the market served by the electronics parts distributor to a total value of one billion dollars by 1955, barring the possibility of a shift to wartime economy, was forecast yesterday (Aug. 29) by H. F. "Hal" Bersche, Renewal Sales Manager of the RCA Tube Department, at the convention of the National Electronic Distributors Association in Cleveland.

Mr. Bersche noted the uncertainty created by the current military situation, but pointed out that although international developments might delay its realization, the promised opportunity remains.

Basing his remarks on statistics representing the past and present growth of the electronics renewal market and the opinions of government and industry leaders, Mr. Bersche drew this picture of the opportunity confronting the electronics distributor in 1955:

A home and auto radio renewal market represented by over 800 million tube sockets in 1955 - up from 600 million sockets in 1950.

Thirty-eight million television receivers manufactured by 1955, representing 700 million receiving-tube sockets and a replacement market for some 350 thousand kinescopes.

A corps of 130,000 service technicians in 1955. Commenting on the fact that "it took 25 years to get enough electronic equipment into use to support the 60 to 65 thousand electronics technicians now active", Mr. Bersche pointed out that because of television, this figure would be more than doubled by 1955, for a total serviceman customer group of 130,000 by that time.

A mobile communications market in 1955 approximately double its present size. FCC records today show 320,000 non-broadcast transmitters now in operation, consisting of 100 thousand land or fixed stations and 220 thousand portable or mobile stations, and including police, taxi, utility, aeronautical, industrial, marine, and other types of radio.

Radio amateurs totaling 150,000 by 1955 -- up from 84,000 in 1950.

Expansion of the broadcast market to 1000 television transmitters on the air by 1955, as against 106 in operation today. Wayne Coy, Chairman of the FCC, has estimated, Mr. Bersche said, that there will be more than 1000 TV stations on the air in six or seven years. This is in addition to AM and FM radio stations which today number 3,000. The renewal potential of the television broadcast market alone is indicated by the fact that 100 television stations in 1949 spent three million dollars for tubes and parts in that one year. This figure does not include renewal expenditures of the AM-FM broadcasters.

A vast expansion of the industrial electronics market, which, according to Mr. Bersche, offers a potential as great as all other electronics markets combined. Basis for this prediction is the inevitability of a new industrial revolution in which electronic devices will meet the demand for increased efficiency on the production lines of the near future.

Noting that the "common denominator of all electronic progress is the electron tube", the RCA Renewal Sales Manager said that sales of renewal receiving tubes alone will jump from a total of 60 million sold by the end of this year to a sales volume of 150 million by 1955. By 1955, he said, there will be an overall total of 1,700,000,000 active receiving-tube sockets, which, together with associated parts and products, represents a billion dollar market for the renewal products of the electronics distributor.

To meet the needs of this vastly expanded electronics renewal market, he estimated, approximately 2,600 electronics distributors, including branches, will be in business in 1955.

"No other group of men in history has heard opportunity knock so loudly", he declared. "Never has there been a time when opportunity could more easily be captured."

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AMERICA CHALLENGED BY GREATEST THREAT, SARNOFF TELLS VETS

Brig. Gen. David Sarnoff, Chairman of the Board of the Radio Corporation of America, in denouncing international Communist tactics in Chicago last Monday, Aug. 28, declared that the United States must take steps in time to meet the challenge of present Soviet leaders who, he charged, represent "the greatest threat ever faced by free men".

General Sarnoff, speaking at the Veteran of Foreign Wars' Convention, which was further enlivened by President Truman ordering General MacArthur to withdraw a controversial cable, had himself only a short time before received word that the House of Representatives in Washington had approved an expenditure of \$2,860,257 for the purchase and distribution of radio sets (to cost about \$2 each) to be slipped into Russia and satellite countries, as recently proposed by Sarnoff.

In a surprise ceremony, the Veteran of Foreign Wars' highest decoration, the Certificate of Merit with Gold Medal, was awarded to General Sarnoff on Tuesday night, August 29.

Mr. Sarnoff told the men at Chicago who had served in one, or both, of the two World Wars that "the days of diplomatic pussyfooting are over", and that the time for "positive action" has arrived.

Points outlined by General Sarnoff follow:

1. Communism is spreading its insidious propaganda relentlessly over many parts of an anxious world. Red Fascism threatens destruction to life and liberty, and an end to human progress. The present Soviet leaders represent the greatest threat ever faced by free men.

2. We must formulate sound national policies and prepare practical plans to meet the political, military and industrial requirements of a menacing situation that may compel us to wage war on a global scale.

3. We must concentrate and not scatter our military and material resources, our man-power and our strength. This is precisely the trap that Russia has set for us and this is the trap we should avoid.

4. We must speed up our program of all-out national preparedness and bring to bear upon this effort the full weight of American skill and ingenuity. American industry and labor will cooperate patriotically.

5. Declare a moratorium on national politics and thus help to close the ranks against the common enemy. Accelerate national unity by using the best brains in our country to help solve the critical problems before us and the world-wide political commitments we have assumed.

6. Establish immediately, universal military training in the United States.

7. Put high on the list of priorities, a thorough protection against sabotage -- which could prove worse than a battle lost.

8. Subject to suitable controls and practical safeguards, permit and assist Japan and West Germany to rearm, to the extent that these two countries fit into the over-all plan of resisting Russian aggression.

9. Develop a comprehensive system of Civilian Defense. Public knowledge that such protection exists will allay fear and keep us fit to do our job.

10. Communist propaganda makes false promises to suffering masses and stirs them to hatred and revolt. Once under their control they rob the masses of their freedom and substitute the terrors of the police state for decency and justice. Through radio and television, through the motion picture and the printed word, and with every means at our command, it is our duty to tell the world the Big Truth about the Big Lie. We must expose the lies and spike the false propaganda that come from behind the Iron Curtain.

11. Americans want to know the facts and are not afraid to learn the truth. Americans expect their Government to lead the Nation and the world in this time of peril.

12. The vast resources of the United States, if handled wisely, should be capable of meeting the Russian challenge. Americans, now as always, will respond to the Nation's call. When its freedom is endangered, America, springing to action, is unbeatable.

General Sarnoff reminded the Veterans of Foreign Wars that day by day, since the end of World War II, Americans have witnessed events which, in their bold and devastating aims, have made it clear that the time has come for the concerted development of this nation's resources -- spiritual, industrial and military. Scattered and unplanned effort will not be effective enough to meet the challenge, he declared, and added:

"The leaders of the Kremlin have left no doubt that they intend to impose their will on all mankind; not through peaceful persuasion, but by lying, intrigue, infiltration, sabotage and force.

"In such a crisis, it is foolish to parry the thrusts of the aggressor with our fingers. Thus we only injure our fingers and do not hurt the enemy. Should it later become necessary to fight with our fists, the injured fingers would make our fists impotent. We must courageously formulate and pursue bold policies on a global scale. In psychological, as in military warfare, defensive strategy alone rarely leads to victory."

General Sarnoff said the electronics industry is an outstanding example of the part research plays in our national security. He recalled that American scientists have pioneered in this field for more than 30 years, and told his listeners that the expansion of radio and electronic activities during and since the war has been phenomenal. He disclosed these figures: number of manufacturers in this industry in 1940, 425; today, 1,200; value of the industry's peacetime products was a half billion dollars in 1939; today's rate, two and one half billion dollars. This is an increase in production of 50%.

Most of the electronic industry's postwar expansion has occurred under the impetus of television's remarkable growth, he said, estimating that by the end of this year, there will be approximately 10,000,000 television receivers in as many American homes. This means a potential daily audience of between 35,000,000 and 40,000,000 persons. "Most of these people live in the great population centers of the nation", General Sarnoff stated. "Through television, they form a powerful nucleus for concerted action in time of emergency; for television is one of our greatest mediums for the dissemination of information, instruction and training.

"If we had international television today -- and I believe we shall have it within the next five years -- the Voice of America would be the Voice and Vision of America. What a powerful weapon of propaganda that would give us! For then the whole world would see what millions of American viewers saw -- the wonder of the UN sessions at Lake Success -- and the arrogant filibuster of President Malik would have been its own most effective antidote for the Russian propaganda."

Should war come, television will be a vital factor in communications on land, sea and in the air, he asserted, adding: "No matter where a battle is waged, it can be under the eyes of television and may be viewed by the military strategists even across the seas. It is within the range of possibility that the public will watch the action on battlefields while sitting at home in front of television sets."

General Sarnoff assured his audience that American industry -- of which radio and electronics are a part -- represents a great force for peace and a mighty power in war.

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ROBERT D. MERRILL NEW AMERICAN CABLE & RADIO SALES DIRECTOR

Robert D. Merrill has been appointed Director of Sales for the American Cable & Radio Corporation and its operating subsidiaries: All America Cables and Radio, The Commercial Cable Company and Mackay Radio and Telegraph Company. As part of his new duties, Mr. Merrill will be responsible for the corporation's publicity and advertising program. He entered the employ of All America Cables and Radio, Inc. in 1924.

Mr. Merrill's late father, John L. Merrill, played a prominent part in the field of international communications as President of All America Cables for many years until failing health forced his retirement as Chairman of the Board of American Cable & Radio Corp. in 1947.

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DR. ARMSTRONG NEEDLES FCC AND RTMA IN FM LAG

Dr. Edwin H. Armstrong, professor of Electrical Engineering at Columbia University and inventor of FM, threw the book at the Federal Communications Commission and the Radio-Television Manufacturers' Association as those who have blocked the road in the development of FM. Dr. Armstrong charged the FCC with engineering incompetence and the manufacturing industry with unsound commercialism.

He warned that the Radio-Television Manufacturers' Association "will find its engineering being conducted for it by some government bureau, perhaps on a lower plane of competence", unless RTMA takes steps "to see either that (its) engineering is done properly, or that the facts about sound engineering be so plainly presented that responsibility for their violation can be squarely placed."

Dr. Armstrong presented his views in a letter to the FM Receivers Committee of RTMA, copies of which he sent to FCC Commissioners.

He submitted a report, prepared a year ago, comparing the radiations of two different makes of FM sets. The measurements were made 50 miles from New York. The set of one manufacturer, he said, destroyed reception of WCBS-FM New York "over a radius of one-half mile when the oscillator was tuned to radiate on CBS' frequency", whereas the set of another manufacturer had an interference radius of less than 500 feet under similar conditions.

He said Dr. W. R.G. Baker of General Electric, RTMA Director of Engineering, read his letter at an FM Receivers Committee meeting and that none of its statements were challenged, "although representatives of the organizations involved were present".

Dr. Armstrong said that in AM the radiating receiver problem "was solved and has been forgotten" for 20 years, and that its appearance in FM and television "is a disgrace to the engineering profession."

"The major error is the allocation of the frequencies of an air navigation service to a place within the interference range of FM and television sets where, with a large number of sets scattered about the country, the chance of something going wrong, must be considered", Dr. Armstrong concluded. "Why some of the non-vital types of air-communications services were not assigned there to serve as a buffer region so that all services adjacent to safety of life channels could be under CAA supervision, is something in need of much explanation.

"There is likewise a second question which requires answering: Why is the guidance of a ship and its passengers entrusted to a transmitter having the peanut-like power of 200 w - just about a quarter-horsepower, when thousands of horsepower are employed in the other part of the transportation problem; that of keeping the ship in the air? Sound engineering judgment would dictate the use of sufficient power from ground transmitters to over-ride even chance radiations from damaged FM or TV sets or diathermy sets out of control."

BELIEVED MUIR OUSTER ONLY START OF RED RADIO, TV CLEANUP

A virtual "purge" of radio and television actors, writers, producers and directors listed in the booklet called "Red Channels" appeared imminent last night (Tuesday, August 29), Jack Gould writes in The New York Times, as many sponsors and advertising agencies re-examined the records of their broadcasting personnel.

The policy of the General Foods Corporation, which on Monday dropped Jean Muir from the cast of "The Aldrich Family" despite her emphatic denials of Communist connections, is being adopted by many other advertisers, it was disclosed.

"I think Miss Muir's case is only the beginning of what we're going to face", said one of the most responsible and conservative executives in broadcasting. "The 'Red Channels' book now is the bible up and down Madison Avenue."

Madison Avenue traditionally has been recognized as the center of the advertising business.

In announcing that Miss Muir would be replaced, General Foods had explained on Monday that protests against her appearance by anti-Communist groups had made her a "controversial personality". Her presence on "The Aldrich Family", the concern maintained, might antagonize some prospective customers.

The corporation's decision drew sharp criticism yesterday from the American Civil Liberties Union, which charged that Miss Muir had been denied "the elementary right of a full hearing" and urged that she be reinstated.

The groups that successfully protested Miss Muir's appearance made it clear that they intended to "cleanse" the entire radio and television field of "pro-Communists actors, writers, producers and directors."

Rabbi Benjamin Schultz, coordinator of the Joint Committee Against Communism in New York, announced the formation of a special committee to concern itself with the broadcasting business.

An associate member of the new committee will be Mrs. Hester McCullough of Greenwich, Conn. She was the defendant in the recent libel suit brought by Paul Draper, dancer, and Larry Adler, harmonic virtuoso, whom she had accused of being pro-Communist. The suit ended in a hung jury.

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The Johnstown (Pa.) Tribune and Johnstown Democrat recently published a 20-page television supplement. The edition marked the fact that WJAC-TV, Tribune station, is now on the network.

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G.E. SEES POSSIBILITY 20% TV OUTPUT CUT ACCOUNT WAR ORDERS

The General Electric Company may reduce production of television receivers 20 per cent as a result of increasing Government orders for electronic equipment. This was indicated by Dr. W.R.G. Baker, Vice President and General Manager of the Electronics Department in New York Monday, August 28.

General Electric is the first major producer of television receivers to indicate that production cutbacks are expected. In a message to company employees, Dr. Baker said:

"The Electronics Department now has on the books and had even before the Korean situation developed more Government orders than at any time since World War II. We are being asked to take on additional military contracts. Should we be forced to cut back television receiver production, and I believe it may be curtailed as much as 20 per cent, we will attempt to transfer any employees who might be affected to Government work as quickly as possible."

Dr. Baker expressed opposition to a sharper curtailment of television receiver production on the ground that television is an effective instrument for getting information to civilians and building home front morale. Pointing out that the television industry has trained thousands of skilled technicians who may be displaced by a large cutback in receivers, he declared:

"I believe it is essential to industrial mobilization that they be kept within the industry by carefully planned production schedules until it is necessary to divert them to vital military electronics projects."

Dr. Baker emphasized that no cut in General Electric production, which is running at capacity, is being made now. He declined to say when the 20 per cent cut might become effective but stressed that it would be brought about by an aggravated shortage of components.

Meanwhile, a serious immediate threat to G.E. television receiver production materialized. The company was forced yesterday to lay off temporarily approximately 3,300 employees at its receiver plant in Syracuse. The lay-off is the direct result of failure to receive adequate quantities of small receiving tubes from its tube plant in Tell City, Ind., which has been crippled by a strike. The Syracuse lay-off will last until Friday at least, according to the company. G.E. spokesmen did not estimate how much finished receiver production would be lost.

The R.C.A.-Victor Division of the Radio Corporation of America, which handled extensive Government electronics contracts during World War II, issued this statement:

"Our Government work is not now interfering with civilian production of television receivers. But if Government orders increase, civilian production would, of course, be cut to meet military requirements."

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NEWSPAPER CONVICTED IN LORAIN RADIO MONOPOLY CASE

The Lorain Journal, first newspaper against which the Government filed an antitrust suit, yesterday (Aug. 29) was found guilty by Federal Judge Emerich B. Freed in Cleveland.

Judge Freed ruled that the Lorain Journal and its publishers, Samuel A. and Isadore Horvitz, were "guilty of attempting to establish a monopoly by bold, relentless, predatory commercial behavior."

The Government last Spring brought the unprecedented suit against the Journal charging that the newspaper had violated the Sherman Anti-Trust Act by conspiring to prevent advertisers from using facilities of the opposing Lorain Sunday News or radio station WEOL of nearby Elyria, Ohio.

In a memorandum to be followed by his decree, the judge found the Horvitz brothers and D. P. Self, business manager, guilty of violating Section 2 of the Sherman Act, but not guilty of violating Section 1, conspiring in restraint of trade.

Judge Freed held that freedom of the press was not involved in the practices of the Journal in attempting to blackball advertisers who used the competing mediums.

"The court cannot conceive", he said, "that the First Amendment of the Constitution (Freedom of the Press) renders it impotent to enjoin the defendants' practices."

"This is a vice condemned by the Anti-Trust Act, and the evil may be restrained without touching upon the legitimate business of the defendants."

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RAY RICE, SOLDIER, FORMER RAYTHEON PUBLICIST, DEAD

Ray Rice, former aide to Maj. Gen. Karl Truesdell and a Major on the staff of Gen. Omar N. Bradley's Twelfth Army Group during World War II, died last week in a New York hospital of a heart ailment. He was 49 years old.

After his discharge from the Army in 1945, Mr. Rice joined the Raytheon Manufacturing Company, makers of radar and electronic equipment, as Director of Publicity. A year and a half ago he opened his own public relations firm. As a public relations counselor, Mr. Rice worked with the late humorist, George Ade, and had represented several celebrities.

During the war, Mr. Rice, who underwent an operation on his back to qualify for military service, was for almost two years aide to General Truesdell, then Commandant of the Army's Command and General Staff College, Fort Leavenworth, Kan. Later, attached to the Twelfth Army Group, he served in England and France and participated in the Normandy invasion in June 1944.

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CBS LEASES MANSFIELD THEATRE IN N.Y. FOR TELEVISION

The leasing for a five-year period of New York's Mansfield Theatre on West 47th Street by the Columbia Broadcasting System last week represents the third such acquisition by CBS in recent months to meet the growing demand for studio space to accommodate the network's expanding Fall television program schedule. The other two properties acquired are the Town Theatre at 55th Street and Ninth Avenue and the Peace House at 109th Street and Fifth Avenue.

The Mansfield, which has a large stage and an exceptionally wide proscenium, will be remodeled somewhat to serve television's unique requirements, but will be ready for operation the first part of October.

When alterations are completed, the theatre will have a seating capacity of 850 and will boast the latest technical and lighting facilities available for television production, including camera ramps and the most modern control room. It will raise CBS' total TV studios in New York to 12, in addition to seven rehearsal halls.

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NEW COLOR TV IS "SUPERIOR", FIRM ASSERTS

A new color television set reportedly "superior" to others demonstrated before the Federal Communications Commission was announced yesterday (Aug. 29) by Color Television, Inc. of San Francisco.

In a petition to the FCC, the company asked for reopening of hearings on color TV held over the last few months to see if it is ready for commercial use. No wave-lengths have been assigned to commercial color yet

The FCC had been expected to announce its decision about September 1 on the basis of previous tests conducted with color systems offered by Columbia Broadcasting System, Radio Corporation of America and CTI, which presented an earlier version.

CTI's petition included a statement by McIntosh & Inglis, independent Washington engineering firm, stating the new CTI set is "superior" to any of the others. Among advantages claimed for CTI's "uniplex" system are these:

Existing black-and-white receivers could be converted with a small and inexpensive unit plus a direct-view color tube.

Old sets could receive the new color system in black-and-white with no alteration.

Simpler, cheaper and more reliable sets are possible with "uniplex". Color fidelity would be superior and there would "theoretically" be less interference.

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DAVIDSON TAYLOR, EX CBS V-P, "VOICE OF AMERICA" AIDE

Davidson Taylor, former Vice President of the Columbia Broadcasting System, was appointed a special consultant to the State Department to help wage this country's "campaign of truth" against Communist propaganda.

He will work with Assistant Secretary of State Edward W. Barrett in developing plans for the department's \$79,000,000 program to carry the Voice of America all over the world and particularly to listeners behind the Iron Curtain.

Mr. Taylor, one-time radio editor of the Louisville Courier-Journal, served during World War II as Radio Chief of the Psychological Warfare Division of Gen. Dwight D. Eisenhower's headquarters in Europe.

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G.E.'S SHOWCASE TRAIN ON SECOND LAP OF NATIONWIDE TOUR

The "More Power to America Special", the General Electric Company's mammoth mobile showcase of electric products for industry, will head west from Schenectady September 5 on the second lap of its nationwide tour.

The ten-car exhibit train will visit 29 key midwestern industrial centers this Fall before swinging South, down the Atlantic coast, according to C. H. Lang, Vice President and Manager of Marketing of the G-E Apparatus Department.

Arrival dates and number of exhibit days for the first ten cities on the "Special's" midwestern tour:

Sept. 6 - Erie, Pa. - 1 day; Sept. 7 - Cleveland, Ohio - 5 days; Sept. 14 - Toledo, Ohio - 2 days; Septm 18 - Detroit, Mich. - 5 days, and Sept. 25 - Saginaw, Mich. - 1 day.

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NAB TV COMMITTEE HAS BUSY SCHEDULE

The agenda for the two-day meeting of the National Association of Broadcasters' Television Committee, to be held in Washington tomorrow and Friday (Aug. 31-Sept.1), was announced Tuesday (Aug. 29).

Among the topics scheduled for consideration by the Committee, headed by Robert D. Swezey, WDSU, New Orleans, La., are: NAB TV Membership; Labor Relations; Standardization Projects; Sports Rights Campaign; ASCAP Per-Program Negotiations and Government and Public Relations Problems and Plans.

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::: SCISSORS AND PASTE :::
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Radar Screen Could Give No Adequate Warning
(R. S. Bird and O. R. Reid in "New York Herald-Tribune")

American continental defenses as they stand today could give no adequate warning of an attack on these shores, nor fend one off.

A thin radar screen extends around the northeastern, northwestern, southwestern and Great Lakes perimeter, but its equipment is largely obsolete and much of it is placed on poor sites. The Alaskan radar is no better. The Canadian system is ill-equipped and not yet efficiently integrated with this country's.

Until the Korean invasion, the continental radar screen was operating only 40 hours a week. Now it is working around the clock. But military experts say at best it could give no more than 15 minutes' notice of an attack on coastal cities and very probably not that much.

There are no continuous and integrated air, sea or under-water patrols operating off-shore to supplement the land-based radar screen, and the civil air raid observer program now being organized is designed to be only a standby plan in case of "emergency".

As to fighting off an attack that suddenly might strike, the responsibility rests almost entirely on interceptor-fighter forces that are too under-equipped and under-manned to offer more than token battle to any sizable enemy air armada.

A greatly improved radar screen has been authorized by Congress under a two-year program for completion of the job. Not much can be done to speed up this job because facilities for producing new radar equipment are limited. But the new apparatus will have greatly improved scanning techniques and better visual co-ordination of interceptor action with the enemy attack will be achieved on the scope.

Radar picket patrols off-shore could greatly extend the range of detection of enemy aircraft or submarines, but radar experts estimate that to provide a tight destroyer or submarine radar screen several hundred miles off both coasts would require more of these vessels than are now in commission. Against low-flying aircraft, such picket patrols would have an effective detection range only of 20 miles beyond their position in the ocean because small ships' radar antennae are far more limited by the curvature of the earth than land radar placed on high hills or mountains.

Scientists are at work trying to find out how to bend the straight radar beam in order to overcome the curvature difficulty. If "bent" radar ever materializes, the defense of this continent could be made a great deal safer.

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Whole Development Of Television Is At Crossroads
("Tele-Tech" - Dr. O. H. Caldwell, Editor)

At crossroads now is the whole future development of TV. The critical turning-point will come before this year-end. For if TV's needed expansion is banished to the little-known UHF regions above 500 MC, difficulties with transmitters, tubes, receivers and down-leads may make development slow. But if space adjoining Channel 13 can be cleared for a relatively continuous TV band, up to say Channel 41, present TV design practices in both receiver and transmitters can be extended, TV operation will be better, and a nation-wide TV system could come quickly.

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Alcoholic Beverages Advertising Ban Bill Bobs Up Again
("Editor and Publisher")

Earlier this year the Langer Bill which would prohibit advertising of alcoholic beverages from over the radio or in publications moving to interstate commerce was the subject of lengthy hearings. The Senate Interstate Commerce Committee refused to vote it out by one vote.

A couple of weeks ago, in a surprise move Senator Owen Brewster of Maine moved for reconsideration of the bill. This was narrowly defeated by another one vote margin.

Editor & Publisher has voiced its opposition to this legislation in no uncertain terms. In our opinion it would be unconstitutional for Congress to attempt to ban advertising, or promotion of any kind, for products or consumer goods which are legally for sale within the various states.

This legislation must never be permitted to get out of committee.

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Bernard Shaw Sets Alarm Clock For News Broadcasts
("London Daily Mail")

George Bernard Shaw is a radio enthusiast, but of television he will have none. "It is bad enough to listen", he says.

The dramatist invariably listens to a news broadcast at 6 P.M. A person visiting Mr. Shaw the other day was startled when an alarm clock went off while the two were talking in the dramatist's study.

"That", Mr. Shaw explained casually, "is my way of reminding myself that it will soon be time for the 6 o'clock news. You see, the chances are that when I am busy writing - as I am every day - I might forget about something I particularly wanted to do."

After he hears the news broadcast, he often keeps the radio on until midnight, but he is merciless about faulty pronunciation or slovenly speech over the air.

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TRADE NOTES

To find out how far the threatened 10 per cent cut in the pending Omnibus Appropriations Bill would impair efficiency of Federal regulatory agencies, President Truman last week held a "war council" with the chiefs of such bureaus.

Represented at the meeting were the Federal Communications Commission, the Federal Power Commission, the Federal Trade Commission and the Interstate Commerce Commission. The FPC would be hard hit by a budget cut as it is now operating below 1940 personnel levels.

Robert A. Gantt, Vice President of International Telephone & Telegraph Corporation; James H. Ripley, retired civil engineer; Dr. Edward R. Hays, Director of Health Education, Church & Dwight Company, Inc., have been elected to new posts on the Governing Boards of the Roscoe B. Jackson Memorial Laboratory at its annual meeting, just concluded at Bar Harbor, Maine. Mr. Gantt, who continues as President of the Jackson Laboratory Association, was elected 2nd Vice President of the Board of Trustees.

RCA-Victor Division of Radio Corporation of America, said at Camden, N. J., yesterday (Aug. 29) that it has increased prices on most items in the company's television and radio line.

An RCA-Victor Division spokesman said the increases effective Monday are approximately 8 percent on television and apply to all models. Radio price increases are approximately 7½ percent, and apply to all table models selling at less than \$40, and all consoles and radio-phonograph combinations. Portable and battery-operated radios and 45 rpm record changers are not increased, the spokesman said.

Howard W. Stodghill, Philadelphia (Pa.) Evening Bulletin, Chairman of the International Circulation Managers Association Newspaperboy Committee, has asked E. P. Schwartz, Des Moines (Ia.) Register and Tribune, ICMA first Vice President, to help line up newspapers to use radio to promote Newspaperboy Day, Oct. 7. Last year more than 50 newspapers used radio to promote Newspaperboy Day and newspaper route work in general, Mr. Schwartz, said.

In line with the qualifications for heading National Defense which critics say were those of Secretary of National Defense ("President Truman's No. 1 campaign money raiser") and of Secretary of the Navy Matthews (quoted as saying at the time of his appointment, "I can't even row a boat") was the classic reply of a former Chairman of the Federal Communications Commission when asked by this writer what his qualifications were to head the FCC, replying, "Well, my boy, I listen to the radio occasionally."

The Tupi television station at Rio de Janiero, Brazil, recently transmitted the first of an announced series of four experimental public broadcasts, sponsored by a large local food processor. The show was broadcast from the studio of Radio Tamoio, and was viewed through receivers placed in the studio of Radio Tupi and at the entrances of the buildings housing the respective stations. The broadcast was reported to have been very successful and to have pleased the studio audience and large crowds gathered in the streets.

Now comes "Radio Television and Society" by Charles A. Siepmann of "Blue Book" fame. It consists of 410 pages, the price is \$4.75, and the publisher is Oxford.

Station WELM, Elmira, N. Y., will become the 191st affiliate of the Columbia Broadcasting System's radio network as part of its basic supplementary group of stations.

W. P. Marshall, President of the Western Union, states that WU is well prepared to meet any current or future demands, both military and civilian, upon its services. He says it has adequate facilities to serve the Nation in any emergency. Its new mechanized communications system has twice the capacity available during the last war.

Emphasizing the Company's desire and readiness to serve in the present emergency, Mr. Marshall points to the fact that Rear Admiral Joseph R. Redman, USN (Ret.), Director of Naval Communications during World War II and now Vice-President of Western Union, has established permanent headquarters at Washington, D. C., to insure effective coordination of the Company's domestic and international operations with the needs of the military and other Government departments.

The next step in the introduction of television in Australia will be the construction of a modern experimental television station in Sydney. This new outlet is scheduled to be in operation in about 2 years, and it will be built on the site selected by the engineers of the Postmaster General's office. It is to be based on a 625-line definition.

Prior to this announcement, it was thought that black and white television broadcasting might be delayed until receiving sets and transmitting procedures for color television had become more or less stabilized. However, industry and Government appear confident that color television can be introduced later, without rendering useless and obsolete the receivers designed for monochromatic reception.

The Commonwealth Government will permit private enterprise to participate in the development of television. This will, however, necessitate an amendment to the Broadcasting Act, because television broadcasting, at the present time, is a Government monopoly.

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