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September 6, 1950

FCC COLOR TV MANDATE LIKENED TO GUN BY SET MANUFACTURER

Whatever the rest of the industry may think about the progress report just made by the Federal Communications Commission with regard to color television standards, the television set manufacturers are all stirred up.

"The FCC's ultimatum to us", one of them declared, "was like sticking a gun in our faces and ordering us to solve their manufacturing problem."

This referred to the Commission asking manufacturers to report on whether or not they can make television sets adaptable to both present black-and-white broadcasting and color telecasting of the Columbia Broadcasting System variety.

The Commission had declined to adopt final standards in color television but stated if decision had to be made immediately, it strongly favored the CBS method. The report declared the "color systems of the Radio Corporation of America and Color Television, Inc. fall short of the Commission's criteria for a color system."

In the absence of sufficient response - or protest - from the manufacturers, the Commission said, it "will issue a final decision forthwith adopting the CBS field sequential color standards."

For the television stations, it means separate broadcasts will be required for the color and the black-and-white transmissions. Whether or not future programs will be broadcast simultaneously by a dual-licensed broadcaster equipped to transmit both is yet unanswerable.

The alternative would be for color television programs to compete directly with black-and-white programs. Color TV proponents have freely predicted that once color television is licensed, the non-color broadcasts would die off in about five years.

The FCC deadline to manufacturers was set as September 29. By then, the FCC asked manufacturers prepared to start making the dual sets within 30 days should so notify the Commission.

If sufficient manufacturers do so, it was noted, the Commission would then issue the proposed order adopting the CBS system. In effect, the Commission decision says that if the CBS system is to be used the sooner it is adopted the fewer home sets will have to be converted.

Naturally there was a jubilant response from Frank Stanton, President of the Columbia Broadcasting System, who stated:

"The color television report of the Federal Communications Commission is a gratifying victory for the CBS color system. The Commission has given unqualified approval to the excellence and practicality of the CBS system and has found it clearly superior to the other

systems considered. We had hoped that the decision would be final today and we agree with the two Commissioners who expressed the opinion that such a course would have been better.

"Despite extensive research and experimentation over a considerable period of time, the Commission has found that the other systems in the hearing were unable to approach the excellence of CBS performance. This is the best indication that no superior system will be forthcoming during the period which is being afforded for one last look before final establishment of CBS standards.

"Since the Commission has taken such a long step toward the final adoption of CBS standards, we are proceeding promptly with plans for broadcasting CBS color television programs to the public. We plan to be on the air with 20 hours per week of color television programs within 30 days after the Commission makes its final decision."

Commenting on the Federal Communications Commission's failure to adopt a final decision on the question of color television, the Radio Corporation of America had only to say that when a final decision is reached, it is confident that the RCA all-electronic fully-compatible system will be approved. RCA added that the FCC's lengthy "First Report" will require detailed study.

Actually the FCC report, including minority opinions of Commissioners Hennock and Jones, is about 97 typewritten pages single space or in type which would cover approximately $1\frac{1}{2}$ pages of an average newspaper page.

The first press comment to reach this desk was by Robert H. Fetridge of the Financial Page of The New York Times, who took a dim view of the situation, saying:

"Color television is still a long way off despite the tentative approval given by the Federal Communications Commission to the method perfected by Columbia Broadcasting System. The two others in the color race will soon be back and banging at the door of the FCC, for they have until December to present new arguments. Regardless of whether C.B.S., Radio Corporation (R.C.A.) or Color Television, Inc. emerges as the final winner, the decision to produce color television receiving sets will be pretty much up to the manufacturers. And, what with materials getting scarcer and scarcer, it might be a long time before actual working color sets reach the retail market."

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SYLVANIA INCREASES SUGGESTED TV LIST PRICES

Sylvania Electric Products, Inc. will increase suggested list prices of its twenty-two television receivers from \$10 to \$30 effective immediately, J. K. McDonough, General Sales Manager in the Radio and Television Division, reported in New York last week. He also announced increases of from \$2 to \$3 on seven radio models. The advances were made, Mr. McDonough said, because of increased production costs.

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RUSSIA JAMMALIK'S SPEECH TRYING TO JAM VOICE OF AMERICA

The State Department reported last week that Russia, in trying to drown out the "Voice of America", jammed a speech by its own U. N. delegate Jacob Malik August 25.

The Russians have been carrying on a jamming campaign against the United States official broadcasts for more than a year, but officials say a substantial part still get through the Iron Curtain.

The reported Moscow interference with Mr. Malik's speech was during a meeting of the Security Council.

The State Department said that the regular Polish language transmission on August 25 was interrupted to make way for a U.N. broadcast of the proceedings, over the same frequency.

The Soviet jamming opened up full blast when Mr. Malik, as Chairman, was making a speech in Russian. The squeals and howls continued steadily for half an hour, with the result that not only Mr. Malik's speech in Russian was blanked but also the translations into English and French.

The State Department said Moscow evidently assumed the broadcast was a Voice program in Russian beamed at Soviet listeners.

The State Department in another release reported that Moscow is using "at least 1000" jamming transmitters. Listening posts abroad have identified the location of 250 powerful, long-range Soviet transmitters that allow an average of only 30 per cent of the Voice's programs to penetrate into the Soviet Union.

The Russians also have developed a smaller "local" transmitter that beams squeals, howls and "wolf calls" at the United States broadcasts. Most of these, estimated to number 750, are located in the Moscow area.

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WESTINGHOUSE N.J. PLANT WILL NEARLY TRIPLE TV OPERATIONS

Westinghouse Electric Corporation will build a new television plant at Metuchen, N.J., which will nearly triple the concern's TV manufacturing capacity.

Vice President J. M. McKibbin announced plans last week for the purchase from the Pennsylvania Railroad of a fifty-acre site on the outskirts of Metuchen. He said an ultra-modern, ten-acre plant with more than 400,000 square feet of floor space would be erected. It will be headquarters of the Westinghouse Television-Radio Division. The present division plant at Sunbury, Pa., will continue to operate.

Some 3,000 new employees, 60 per cent of them women, will work at the Metuchen plant during peak operations. Construction will begin in thirty days and the structure is expected to be completed by next April.

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REARMING AS BAR TO WAR URGED BY COWLES

Gardner Cowles, only recently returned from a European tour, said in Dallas last week the United States must begin a great program of rearmament as insurance against "total war" with Russia.

The Des Moines newspaper and magazine publisher and broadcaster, and his wife, Fleur, were guests of honor at a luncheon given by Tom C. Gooch, publisher of the Dallas Times Herald, and Mrs. Gooch. The Cowleses were in Dallas to receive awards at the Neiman Marcus midcentury fashion exposition for a "new fashion in magazines - Flair", of which Mrs. Cowles is editor.

Responsible governmental authorities in Europe told him, Mr. Cowles said, that defenses are so weak in western Europe that Russians could go to the English Channel in a matter of a "few weeks" if the Soviets launched a war.

He said he found applause for the United States stand in Korea, but condemnation for this Nation's position in Formosa.

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HOW FM STREET CAR RADIO MAY AID IN CAPITAL AIR RAIDS

Several months ago, when the Public Utilities Commission was holding its hearings on whether there should be FM radios in streetcars and buses, mention was made by those in favor of the project that the radios would be of great aid in case of an air raid.

Now, with the Korean situation making every one civil defense-conscious, WWDC has come up with several suggestions as to how its FM programs, beamed principally to radios in Capital Transit vehicles, could help meet an emergency.

The station says that, in the event of a surprise raid, the medium could be used to direct bus drivers to take their passengers to specified safe areas, and to warn them to avoid sections considered unsafe for various reasons. Instructions also could be given bus drivers to unload their buses at safe areas, and report to aid stations for ambulance duty.

Furthermore, says the station, the transit radio system could be used to broadcast information of a news nature designed to dispel wild rumors in case of an attack.

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Prime Minister Atlee in the broadcast of his speech getting after Winston Churchill last Saturday, pronounced the word "politics" - "po-lit-ticks".

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CONTINUOUS BAND OF 40 CHANNELS URGED FOR TELEVISION

The President's Communications Policy Board has been urged to have the Interdepartment Radio Advisory Committee release little used Government frequencies so the Federal Communications Commission can assign television a continuous extension up to 395.4 mc. This was done in a letter to the President's Board, the Chairman of which is Dr. Irving L. Stewart, ex-FCC Commissioner, now President of the University of West Virginia, from the editors of Tele-Tech, whose director is Dr. O. H. Caldwell, who was a member of the original Federal Radio Commission.

The members of the President's Board, besides Dr. Stewart, are:

Dr. Lee A. DuBridge, University of Southern California, Pasadena, Dr. W. L. Everitt, University of Illinois, Urbana, Dr. James R. Killian, Massachusetts Institute of Technology, Cambridge, and David H. O'Brien, ex-V.P., Graybar, ex War Assets Administrator.

The letter from Tele-Tech to the Board follows:

"Your Board in the next 60 days can accomplish untold benefits for the public and television. You - and you alone - can clear the way for an adequate continuous thoroughfare for this great new TV service to the American people.

"This means that television should be granted a practically continuous tuning band extending upward from Channel 13 through Channel 41 as shown by accompanying chart.

"Such a continuous TV band will mean better TV reception for the public, wider areas of good reception for each station, cheaper and more efficient receiving sets, and more economical transmitters delivering adequate signals with less power - as compared with present proposals to ban TV to the little-known UHF region. The 40 channels we propose will provide for approximately 2000 TV stations, surely enough to take care of all foreseeable requirements for years to come.

"Nothing stands in the way of this desirable solution of the television problem except a few minor Government installations on channels preempted by IRAC, but little used. Such Government installations could be readily transferred to the UHF, for which they are best adapted. (Already IRAC has earmarked one half of the entire radio spectrum leaving to FCC and the general public only the remaining half. Actually the Government in peacetime needs only a tenth of the spectrum for experimentation and practice. For in case of war, the whole spectrum automatically goes over to Government control).

"In your coming report to the President of the United States which at his direction your Board is now drafting, we urge that you recommend that by Presidential Order IRAC be instructed to release those little-used or unused channels, which stand in the

way of a practically-continuous TV band from Channel 7 to Channel 41 - thus authorizing FCC to allocate these channels for TV use.

"This would be a priceless vital move in the public interest, to help Television fulfil its now-evident role as the most tremendous service rendered by radio to present and future millions of American families.

"Television's future stands now at the crossroads! You can steer it away from UHF unknowns, and into channels where it will have greater immediate development and usefulness."

Commenting upon the situation Tele-Tech says editorially:

"Under the radio law "first pick" of all radio frequencies required by the Government, is given to the President. Carrying his terrific personal burden, the President turns this technical radio responsibility over to a committee of members drawn from each of the Government departments - IRAC. The Interdepartment Radio Advisory Committee has already gobbled half the radio spectrum, leaving the remaining frequencies to the FCC for assignment to all public and commercial uses. So acute has become this aggression of IRAC, that the President has now appointed a still higher-ranking Communications Policy Board to umpire the demands of IRAC and FCC, as between government and public.

"This top-side Policy Board will report to the President during October and could reshape TV's whole future by asking IRAC to relinquish frequencies that stand in way of extending the TV band practically continuously to Channel 41."

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PETRILLO WOOS PUERTO RICANS

James C. Petrillo, President of the American Federation of Musicians (AFL), said last Sunday, according to a CTPS report from San Juan, Puerto Rico, that he is trying to affiliate the independent Puerto Rican Musicians' union on the same basis as Hawaiian and Canadian musicians already are linked to his organization.

"Puerto Rican musicians are American citizens", Petrillo said. "They are entitled to be members of our powerful organization. I am sure they will derive more benefits from our association than what our organization will get economically from them."

Affiliation would mean that Puerto Rican musicians could go to the American mainland and play in union bands without having to establish residence. Their wage scale in Puerto Rico would be the same scale as that prevailing in the United States. It is now about half the continental rate. Puerto Rico is the only part of the United States in which musicians are not a part of the Petrillo union.

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SEN. BREWSTER STRAFES WILLKIE, JR. FOR BOOSTING SEN. TOBEY

Sen. Owen Brewster (R), of Maine, rebuked Phil Willkie, son of the late Wendell, for allegedly having endorsed Sen. Charles W. Tobey (R), in the New Hampshire primary in which Tobey's renomination will be considered next Tuesday (Sept. 12). Senator Brewster telegraphed Mr. Willkie, who is Assistant Director of the Republican Senatorial Campaign Committee, as follows:

"If your action is correctly reported", Senator Brewster telegraphed, "this is most embarrassing to our Campaign Committee as it is an inviolable rule of politics that the Senatorial Campaign Committee is most scrupulous in avoiding any mixing of primary contests which are peculiarly for the determination of the Republican voters in each State. Any use of the Senatorial Committee to influence primaries seriously mars its usefulness."

Other Republican leaders said privately that Willkie had embarrassed them particularly because some of the party's biggest contributors in New York and elsewhere are helping finance a campaign to unseat Tobey. His primary opponent is Wesley Powell, former Secretary to Senator Styles Bridges.

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"HEAR IT AGAIN!"; BRITISH REPEAT FAMOUS PAST BROADCASTS

The British Broadcasting Corporation has a series, "Hear It Again!" which brings back the voices of some of the great British personalities of the first thirty years of radio about which Paul Johnstone of the BBC comments:

"Winston Churchill's address on 'their finest hour' needs no comment, nor do the words of George Bernard Shaw. Priestly, on the little ships at Dunkirk, if less epic, is almost more moving to hear again.

"Do you remember when he was talking about the Gracie Fields, the Isle of Wight ferry boat: 'She was the glittering queen of our local line, and instead of taking an hour over her voyage, used to do it, churning like mad, in forty-five minutes. And now, never again will we board her at Cowes, and go down into her dining saloon for a fine breakfast. She has paddled and churned away - for ever.

"But now - look - this little steamer, like all her brave and battered sisters, is immortal. She will go sailing proudly down the years in the epic of Dunkirk. And our great-grandchildren, when they learn how we began this war by snatching glory out of defeat, and then swept on to victory, may also learn how the little holiday-steamers made an excursion to hell - and came back glorious."

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SOVIET "RADIO LIES" HIT BY FEDERAL SECURITY ADMINISTRATOR

Calling the outpourings of the Moscow Radio fantastic, Oscar R. Ewing, Federal Security Administrator, at a meeting sponsored by the Labor Temple in New York Sunday (Sept. 3), declared:

"The struggle to preserve and extend freedom dominates the entire plante. Our greatest weapon in this battle is not the tank, or the heavy bomber or the atom bomb; it is the weapon of truth.

"The liar tells us that freedom is slavery and that slavery is freedom. He tells us that self-defense is aggressive war. You and I know that these are lies, yet there are people in many parts of the world who believe these lies. They follow the Moscow line like mindless slaves. They accept the fantastic outpourings of the Moscow radio, and of its transmitter at Lake Success, Mr. Jacob Malik, as though this were the new gospel."

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CIVIL SERVICE BLAMED FOR VOICE OF AMERICA "INCOMPETENTS"

Civil Service is taking it on the chin behind the closed doors of Congressional committees, Jerry Klutz, Government columnist, cites this example:

Representative Taber (R), of New York, told the House that he had advised Assistant State Secretary Ed Barrett to clean out the "incompetents" in State's Voice of America staff. He then said:

"He (Barrett) advised me that his staff was not as good as he hoped it could be, but that because of Civil Service it was impossible to correct."

Several other officials also are reported to have taken cracks at Civil Service and its lack of leadership in recent weeks.

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CONJUNCTIVITIS HITS OVERTIME TELEVISION VIEWER

Ben Payne, Sr., 45, came up with a new television ailment last week - television conjunctivitis.

Payne watched his set from 6 P.M. to 10 P.M. without a recess. He is a wrestling fan. His eyes began to smart, so he went to bed. About 1 A.M. he awakened, found he couldn't open his eyes and that his head hurt. At the hospital, according to the Associated Press, doctors said Payne was suffering from television conjunctivitis. In other words, he looked too long.

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G.E. WALKOUT CALLED SERIOUS THREAT TO KOREAN WAR WORK

A walkout of CIO workers at General Electric Co. spread to six more plants Tuesday (Sept. 5), and temporarily paralyzed an atomic energy laboratory, despite the truce efforts of Government mediators and union leaders.

Violence flared at G.E.'s electronics plant at Syracuse, N.Y., where some 4000 members of the CIO International Union of Electrical Workers (IUE) have been on strike since last Thursday, August 31.

The Syracuse workers, along with 19,000 IUE members at five G.E. plants in Lynn and Everett, Mass., last week kicked off what was scheduled to become a Nationwide strike against General Electric for a 10-cent-an-hour hike in pay and other contract improvements.

The union's leadership, headed by James B. Carey, deferred the walkout at the request of Cyrus S. Ching, Director of the Federal Mediation and Conciliation Service. Ching said a walkout would be a "most serious threat" to the home front's production effort for the Korean war.

The new strikes involve G.E. plants at Holyoke, Mass., 400; Providence, R.I. 350; Warren, O., 700; New Kensington, Pa., 300; Trenton, N.J., 860. IUE headquarters here emphasized the walkouts are not "wildcat" strikes, but are being conducted under terms of local union autonomy.

The Government's particular interest in the G.E. strike, according to the Conciliation Service, is that about a fifth of G.E.'s production includes war materiel, such as radar, gunnery systems, electronic items. The struck Massachusetts plants make jet airplane engines and turbines.

However, Lemuel R. Boulware, G.E. Vice President, charged that the Government stepped into the dispute to save the IUE and its leader, Jim Carey, from a "total failure" so far as the strike call was concerned.

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ASKS U.S. TO SEEK CUBAN TV TARIFF CUT

The Radio-Television Manufacturers' Association has asked the Department of State to seek a reduction in Cuba's tariffs relating to television receiving equipment in forthcoming negotiations at Torquay, England. RTMA suggested that Cuba be asked to reduce its TV tariffs in return for concessions already made by this country.

RTMA General Manager James D. Secrest said: "I am sure that it is unnecessary for me to emphasize the importance of the radio-television industry in this country, especially with relation to its capacity for military production. It is important that exports of television receiving equipment be facilitated wherever possible in the interest of maintaining a healthy industry at home."

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"MY FATHER, MARCONI" NEW BOOK ABOUT WIRELESS INVENTOR

A new book "My Father, Marconi" by Degna Paresce-Marconi, soon to be published, is condensed in the September issue of "Reader's Digest", a portion reading as follows:

"Father heard the call of science early. At 12 he became absorbed in physics and chemistry. Asked by his parents one day why he befriended an old blind man, he replied: 'He is a retired telegrapher and teaches me the Morse code.'

"He was 20 years old when he read an obituary of the German scientist Heinrich Hertz which described Hertz's experiments with electro-magnetic waves. Why couldn't signals be transmitted through the air without wires as Hertz had transmitted a spark?

"His first successful experiment in 1894 was followed by others with increasing distances. He offered his invention to the Italian Government, but the Ministry of Post and Telegraph was not interested.

"'You may have a better chance in my country', his mother encouraged him. In February 1896 he arrived in London with two trunks full of instruments. The British customs officers, suspicious of the strange devices, 'examined' them so thoroughly that they were ruined. He had to remake all the instruments.

"Fortunately, the British Government and certain private citizens realized that the 22-year-old amateur had a revolutionary invention which might one day make it possible to establish communication with ships at sea. In 1897 a British corporation was formed to exploit 'wireless telegraphy'. Father received half the capital stock and £15,000 in cash, and, at the age of 23, found himself wealthy.

"The first wireless station, built in 1897 on the Isle of Wight, made contact with a steamer 18 miles distant. A year later, the Daily Express of Dublin asked Father to send messages from a tug which would follow the racing yachts participating in the Dublin Regatta. The first day of the experiment was a complete fiasco. But Father tried again and sent more than 100 messages, thus winning the backing of the press, to which the wireless opened up new possibilities.

"The same year Queen Victoria expressed the desire to have radio communication between her summer residence on the Isle of Wight and the royal yacht 'Osborn', on which her son - later King Edward VII - was recovering from a leg injury. One morning, while Father was working in the royal gardens, the Queen went by without answering his greeting. A sensitive man, Father announced that he would give up the experiment and leave the palace. 'Get another electrician', Victoria ordered. 'Alas, Your Majesty', came the answer, 'we have no English Marconi!' The Queen frowned. 'Then tell Signor Marconi to come to lunch tomorrow.' Mollified, Father stayed and carried out the royal assignment.

"In 1899 Father experienced one of his greatest satisfactions. His invention got its first opportunity to save human lives. A British lightship, equipped with Marconi's wireless, heard the distress whistle of a steamer wrecked in the English Channel. It sent a wireless message to shore and boats were sent out to rescue the crew."

EISENHOWER PLEADS FOR OVERSEAS NET TO AID VOICE OF AMERICA

Gen. Dwight Eisenhower, wartime commander of Allied Forces in Europe, speaking from Denver last Monday, Sept. 4, on a nationwide broadcast launching the Crusade for Freedom, asked Americans to contribute funds (anything from \$1 up) for a network of European radio stations to counteract Russian propaganda, the network to supplement the "Voice of America".

General Eisenhower said:

"We need powerful radio stations abroad, operated without Government restrictions, to tell in vivid and convincing form about the decency and essential fairness of democracy. These stations must tell of our aspirations for peace, our hatred of war, our support of the United Nations, and our constant readiness to cooperate with any and all who have these same desires.

"Only then can we counteract the Communist deceptions that are being spread with every weather, crop and news report.

"One such private station - Radio Free Europe - is now in operation in Western Germany. It daily brings a message of hope and encouragement to a small part of the masses of Europe.

"The Crusade for Freedom will provide for the expansion of Radio Free Europe into a network of stations. They will be given the simplest, clearest charter in the world: "Tell the truth." For it is certain that all the surface-bright, but core-rotten, promises of Communism to the needy, the unhappy, the frustrated, the down-trodden, cannot stand against the proven record of democracy and its day-by-day progress in the betterment of all mankind. The tones of the Freedom Bell, symbol of the crusade, will echo through vast areas now under blackout."

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MEXICO'S FIRST TV STATION TO GET BUSY ON THE BULL FIGHTS

Mexico's first television station, with the call letters XHTV, was officially inaugurated in Mexico City last Friday, Sept. 1, when President Miguel Aleman delivered a message to the Mexican people at a joint session of the Mexican Congress in the historic Chamber of Deputies, a few blocks from the presidential palace. Regularly scheduled programs will be telecast 5 to 7 P.M., week days, and 4 to 7, Sundays, when TV cameras will cover bull fights.

The new station is located in the 20-story National Lottery Building, highest structure in the Mexican capital, and is equipped with a 5,000-watt transmitter and associated studio and mobile pickup equipment supplied by RCA. It is owned by Television de Mexico, S. A., an enterprise of Romulo O'Farrill, Sr., publisher of the newspaper "Novedades".

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MISS MUIR SEEN CONVICTED WITHOUT DAY IN COURT

Writing of the ouster of actress Jean Muir from the radio cast of "The Aldrich Family", Jack Gould of The New York Times, concludes:

"The effect of the General Foods decision, of course, was very much to pass judgment on the merits of the protests. By dismissing Miss Muir the corporation did exactly what the protestors asked it to do. To take refuge behind the curtain of 'controversiality' is to beg the issue.

"By acting as it did, General Foods, with its enormous prestige and influence, put a policing power behind the allegations contained in 'Red Channels'. It lent the weight of reliability to charges which still remain to be substantiated and corroborated and admittedly were compiled by private parties with strong political feelings. Without having her day in court, Miss Muir has paid all the penalties - loss of job, earning power and reputation - which go with conviction.

"If this policy is extended - and unfortunately it already has been to considerable degree - radio and TV no longer can call their soul and conscience their own. They will live under the shadow of a blacklist. The pressure groups, with their own personal standards of what constitutes a Communist sympathizer, will be the dictators of the airwaves. Then the legitimate and much-needed fight against the introduction of totalitarian methods in this country will have been lost on a major front. The Muir incident has helped the Communist cause not ours.

"Clearly, it is time that both the sponsors and the broadcasters took their courage and their faith in democracy in hand and recognized, no matter how reluctant they may be to do so, that they have been caught up in one of the major issues of our times. The Muir case is not just a radio and advertising matter. Rather it is a national question of whether common sense and ordinary standards of fair play are to prevail in this country.

"The overwhelming majority of both executives and employees in radio and advertising belong to what might be loosely called the 'political middle'. With the rest of us they abhor communism and rightism with equal vigor. It is time that this 'political middle', which in a very real sense is America, began to assert itself. By our silence we are running the risk of being crushed between the two extremes. It is time that we made our influence felt because the Muir incident and its ramifications suggest that the hour may be much later than many of us had thought."

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WORLD SERIES TO BE PRESENTED BY NETWORK POOL

Television coverage of baseball's 1950 World Series early in October will be presented simultaneously by three networks - the American Broadcasting Co., the Columbia Broadcasting System, and the National Broadcasting Company.

Although the Gillette Safety Razor Co. will sponsor the telecasts, each network will pay the sponsor \$50,000 for the privilege of carrying the programs. Gillette recently paid \$800,000 to obtain the television rights to the baseball world's annual classic. Gillette before arranging the pool, is said to have offered the event to NBC on an exclusive basis for \$200,000, but the network declined.

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::: SCISSORS AND PASTE :::
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U.N. Security Sessions Are Hot TV Attraction
("Associated Press")

A group of middle-aged men who don't sing, dance or tell jokes has been the hottest attraction in American show business for the past month.

They are the 11 members of the United Nations' Security Council - with Russia's Jacob A. Malik and American Delegate Warren Austin playing the star roles - whose television appearances have made history. U. N. officials estimated their daily video audience, on meeting days, at about 30 million.

Response to the programs is described by public relations experts as "fantastic". The Columbia Broadcasting System says there has been "greater public interest than in anything except national elections."

CBS said it has had no complaints because it cancelled ball games and other popular programs to make way for the series. On the other hand, a spokesman said, if the Council is late meeting, the switchboard is jammed with calls of viewers demanding their favorite show.

Every session of the Security Council since the Korean crisis started, except the first one on the Sunday afternoon, June 25, when the invasion began, has been televised. The programs are carried by 66 stations of both CBS and the National Broadcasting Co.

They are filmed for later telecast by stations in the West which do not have a direct hookup with New York by coaxial cable.

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Capehart Expenditures; Claimed They Were For Party Generally
(Drew Pearson)

Some years ago the United States Senate refused to seat Senator Frank L. Smith of Illinois because he spent \$100,000 in a hot primary campaign. But now, in the neighboring State of Indiana, GOP Senator Homer Capehart has spent the staggering sum of \$91,961.84 in his primary campaign, even though he had no opponent. Capehart's senatorial salary for six years is \$75,000, to obtain which he has already spent \$91,961.84.

It will now be interesting to watch how much the "music box Senator" will spend on his general election, in which he faces a terrific battle from dynamic Democrat Alex Campbell.

The chances are that the money will continue to roll in from his wealthy backers. For Capehart had such an easy time raising money that he collected \$99,679.35, or \$7,717.51 more than he spent. His chief bank-rollers were the Lilly pharmaceutical people of Indianapolis, who fattened the kitty by about \$20,000.

Some of Capehart's campaign expenditures are equally interesting. Though he had no primary opponent, he reported to the Indiana Secretary of State that he spent almost \$40,000 in salaries for campaign workers. Also, \$6,268.89 for radio and newspaper advertising, \$2,000 for recordings and \$74 for "flowers".

Other expenditures included \$2,804.15 for "rent" (presumably office space and hotel lodgings); \$1,431.87 for general "expenses", and \$1,059 for "postage". Of course, some of this was undoubtedly an advance investment aimed at the final election and was justified by the fact that Capehart faces the political battle of his life.

Most modest entry in Homer's campaign report was \$2.50 for "repairs". Indiana Democratic leaders are speculating that this was used to mend "one little political fence" somewhere in the State.

(Editor's Note: When an Indiana newspaper recently printed the story that Capehart's renomination, unopposed, cost \$91,600 in his primary campaign, the following denial was made:

"This, of course, was an unfortunate newspaper story because the Citizens Committee for Capehart, I doubt very, very much, spent even \$1,000.00 in renominating Homer Capehart, but they did spend about \$90,000.00 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 \$1,200.00 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 news stories 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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Boost To FM Seen In 10% TV Tax
("Variety")

Virtual certainty that television sets will be taxed 10% under the new revenue bill may give FM a big boost. Imposition of the tax (on the manufacturers' price) is expected to encourage set makers to include FM reception, which can be added at small cost and which may be offered as an attraction to overcome buyer resistance to the higher tag for TV receivers.

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::: TRADE NOTES :::
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A seven-nation radio conference opens in Washington today (Sept. 6) in a new effort to iron out long-standing difficulties over assignment of broadcast channels.

Representatives are expected from Cuba, whose stations have been the target of complaints that Cuban broadcasts interfere with more than 600 standard band stations in the United States. Other countries represented are Canada, Dominican Republic, Haiti, Mexico, and the United Kingdom as agent for the Bahamas and Jamaica.

The Radio Corporation of America declared a dividend of 87½ cents per share last week on the outstanding shares of \$3.50 Cumulative First Preferred stock, for the period from July 1 to September 30, 1950. The dividend is payable October 2, 1950, to holders of record at the close of business September 11, 1950.

The "Catholic Hour", which last March observed its 20th anniversary on NBC, will be heard on the network from 2:00 to 2:30 P.M. EST, Sunday, October 1, instead of from 6:00 to 6:30 P.M., as in the past.

In commenting on the change of time, Charles R. Denny, Executive Vice President of NBC, and Stewart Lynch, President of the National Council of Catholic Men, said that a greater number of stations will carry the program in the new time period and a much larger audience will be available.

Alfred Kohlberg, New York importer of Chinese textiles, told the National Exchange Convention in Washington last Monday, Sept. 4, that the press, radio and higher education have been "infiltrated" by pro-Communists. Big business in many cases is afraid to speak out, he said.

The selling power of one of the top-ranking quiz programs will be put behind the RCA Victor "45" drive when RCA Victor takes over sponsorship of "The \$64 Question", starting Sunday, Sept. 10. The show, formerly called "Take It or Leave It", will be broadcast over the full coast-to-coast NBC network of 165 stations in the 10 to 10:30 P.M. (EDT) Sunday time period.

Motorists returning to Chicago on Labor Day, Monday, Sept. 4, after the long holiday weekend, had the benefit of a birds-eye view of the traffic situation ahead through a special radio-traffic bulletin schedule presented by Station WGN in cooperation with the Chicago Motor Club. More than 300,000 automobiles carrying over a million person returned to Chicago on Monday, Sept. 4th.

In an observation plane, Tom Wiley, Chicago Motor Club Traffic Engineer, observed traffic movements and congested areas and short-waved his reports to WGN where a special features crew processed the reports for broadcast throughout the late afternoon and evening.