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September 13, 1950

COMMUNICATIONS PEOPLE SIT PRETTY WITH HARRISON APPOINTMENT

If you have been in the communications industry for long, you may find you have a friend at court in the person of Gen. William Henry Harrison, President of the International Telephone and Telegraph Company, just named Arms Production Director in one of the first big appointments in President Truman's new wartime setup.

In addition to being head of the National Arms Production Authority, General Harrison has the further prestige of being in on the ground floor with those who will build the President's vast defense structure.

The approval which has greeted the appointment of General Harrison from the communications industry where the General is best known, should reassure Mr. Truman that he has made a wise selection.

The official news came when Sunday (Sept. 10), Commerce Secretary Sawyer confirmed rumors which had been afloat in Washington for a week or so that the 58 year old I. T. & T. chief would head the new National Production Authority which was established a few hours after President Truman announced he had ordered its creation. The act authorizes NPA to set up compulsory regulations for establishing priorities and allocating scarce and critical materials. Secretary Sawyer said the agency would go slowly in the exercise of its powers which would cut into production of automobiles, home appliances, television sets and the like.

"We shall use these powers", he declared, "only as it becomes necessary."

But at the same time he expressed the determination of his department and the NPA to take whatever steps appeared necessary in our approach to the problems which this order imposes upon us. Whatever inconveniences result will, I know, be cheerfully borne by businessmen and citizens because of our common faith in and our will to defend our free society."

Simultaneously with its announcement of the creation of NPA, the Commerce Department issued orders reimposing export controls on 39 classes of iron and steel mill products which had been de-controlled for export last March. The products covered can be exported, except to Canada, after September 30 only under license from the department.

Establishment of the NPA and appointment of Harrison to head it completed one phase of the "austerity" program outlined by Mr. Truman in his Saturday night address from the White House and provided an equivalent of the powerful War Production Board of World War II. Another phase of the control picture was filled in by Mr. Truman himself when he named W. Stuart Symington, Chairman of the National Security Resources Board, as "coordinator".

In establishing the National Production Authority, Mr. Sawyer announced that he was transferring to the agency fifteen divisions of the Department's Office of Industry and Commerce. These divisions are: Small Business, Marketing, Iron and Steel, Metals and Minerals, Rubber, Textiles and Leather, Chemicals, Forest Products, Motion Pictures, Foods, Petroleum and Fuels and Energy.

Explaining the newly created agency, The Washington Post states:

"The star performer in the expediting program will be the National Production Authority created within the Commerce Department. The NPA takes direct responsibility for seeing that defense orders have top priority and that plants making weapons have ample steel, aluminum, copper and other materials. It serves the function that was assigned to the WPB (War Production Board) in World War II. As head of the NPA, the Administration has chosen William H. Harrison, who should be eminently qualified for the assignment by his service as Director of the Production Division of the old WPB and as Chief of the Procurement and Distribution Service of the Army Signal Corps in the last war. This draft upon experience ought to get the National Production Authority off to a good start.

"It is well to remember that the NPA shares the allocations and priorities powers with the Secretary of Agriculture (with respect to food, commercial fertilizer and distribution of farm equipment), the Secretary of the Interior (as to petroleum, gas, solid fuels and electric power) and the ICC (as to transportation). This natural distribution of functions will make it necessary to iron out interagency conflicts and that task has been given to the Chairman of the National Security Resources Board, Stuart Symington. Mr. Symington should not be regarded, however, as merely a trouble shooter or arbiter of disputes. The President has also authorized him to lay down program and policy directives, with White House approval, and in effect to supervise the whole defense effort. That assignment grows naturally out of the existence of the NSRB as a planning agency for effective use of our resources for defense.

"While the new defense set-up is complicated, its lines of authority are clear and each agency has a specific task reasonably well defined. If each unit does its part well, much of the confusion and lost motion that marked the introduction of civilian controls in connection with World War II can be avoided. It is now largely a question of whether the individuals chosen to direct the various units are equal to the heavy responsibilities they will carry."

Perhaps the most authentic information about General Harrison may be found in "Who's Who in America", data for which is usually furnished by the biographee himself. It follows:

Harrison, William Henry, army officer; born Brooklyn, N.Y., June 11, 1892; s. John and Ann (Terahin) H.; student Boys High Sch., Brooklyn, 1906-09, Pratt Inst., 1913-15; D.Engring. (hon.), Polytech Inst., Brooklyn, 1938; LL.D. (hon), Notre Dame U., 1939; D. Eng.(hon.)

Renssalaer Polytechnic Inst., 1946; m. Mabel Gilchrist Ouchterloney, April 14, 1916; children - William Henry, John Grant. Repairman and wireman, N.Y. Telephone Co., 1909-14; in engring dept., Western Electric Co., New York, N.Y., 1914-18; engr., equipment and bldg. engr., and plant engr., Am. Telephone and Telegraph Co., N.Y. City, 1918-33; v.p. and dir. The Bell Telephone Co. of Pa. and The Diamond State Telephone Co., 1933-37; asst. v.p., Am. Telephone and Telegraph Co., N. Y. City, 1937-38; v.p. and chief engr. 1938-43, 1945-48; president and director International Telephone & Telegraph Corp., since 1948. Director International Standard Electric Corp., Fed. Telephone and Radio Corp., Porto Rico Telephone Company. Chief Shipbuilding, Construction and Supplies Branch, Office of Prodn. Management, 1941-42; dir. of Production, W.P.B., 1942. Apptd brig. gen., U.S. Army, 1942, maj. gen., 1943; director construction division National Defense Council, 1940; dir. of procurement and distribution service, Office of Chief Signal Officer, Washington, D. C. Awarded D.S.M., 1945; Hon. Comdr. Order British Empire, 1946; Hoover Medal, 1946; Cross French Legion of Honor (Officer) 1947. Was Trustee Village of Garden City, N.Y., Commr. Pub. Works; chmn. Safety Council, Phila.; dir. Brooklyn, Poly. Inst. of Pratt Inst. Mem. Business Adv. Council, Dept. Commerce; mem. bd. trustees United Engring, Trustee, Inc. Mem. Am. Inst. Elec. Engrs. (ex-president), New York Electric Society, Newcomen Society, Eta Kappa Nu, Tau Beta Pi.

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WASHINGTON TRADE ASSOCIATION HEADS HONOR BOND GEDDES

Bond Geddes, Washington news service and trade association head, last week was elected a life member of the Washington, (D.C.) Trade Association Executives.

Mr. Geddes, who retired August 1 as Executive Vice President and Secretary of the Radio-Television Manufacturers' Association, had been with that organization since 1927. He is a charter member of the Trade Association Executives.

Robert C. Hibben, President of the Trade Association group, cited Mr. Geddes' contribution to the trade organization movement at a luncheon in the Mayflower Hotel.

Before entering trade association work, Mr. Geddes was manager of the Washington Bureau of the United Press and later was Chief of the Associated Press' Capitol staff. He was on the public relations staff of the Sinclair Oil Co. during the Teapot Dome oil investigation in 1924.

Mr. Geddes will continue as a consultant to the Radio-Television Manufacturers' Association.

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TRYING TO FIGURE OUT FCC TV COLOR DECISION HAS 'EM WOZZY

The press is having a field day with the Federal Communications Commission's color television decision and everyone having his own interpretation. Here are some of the opinions. Pay your money and take your choice:

C. E. Butterfield, Associated Press:

"The overall effect of the latest decision of color television by the Federal Communications Commission - its second - is to leave the whole question still in a 'pending' category.

"There can't be any doubt that CBS won a victory in the ruling, which, while declining to set final standards, highly favored the CBS system over RCA and CTI (Color Television, Inc.). This was in direct contrast to the earlier finding in 1947 when a differently constituted commission held that the CBS system was not ready.

"What happens now, in view of the fact that the FCC left the door open for further possibilities, depends on a number of factors.

"Basic is the transmission question. Stations must go on the air with color before the public can get interested. In this connection CBS says it is 'proceeding promptly with plans', adding it expects to have 20 hours a week 'within 30 days after the commission makes its final decision.'

"Next must come the sets. The FCC has asked manufacturers to build receivers to tune in both CBS color and black and white. None of the present seven million or so sets in operation will function in color without special converters.

"Finally, there is the public itself. Acceptance of color must rely entirely on how it reacts and how fast it buys new color receivers or adds converters to present sets. Meanwhile, black and white operations are to continue.

"In leaving the door open, FCC set December 5 as the date when improvements and other systems, of which several are reported in the works, can be offered for consideration. A latchstring fastened to this door implied it would close and the CBS method be accepted immediately if manufacturers did not meanwhile cooperate in incorporating color equipment in new sets.

"On the other hand, RCA has indicated it still has hopes for its system, which was urged on the grounds it would also fit into the present black and white operations. CTI only last week advised the Commission it had an improved system to offer.

"It should be apparent that color still has a number of obstacles to hurdle and that it is going to take some time after that to get under full operation."

Jack Gould in The New York Times:

"The long-awaited action by the Federal Communications Commission on the future of color television finally has been taken. After a couple of years of exhaustive tests, hearings and arguments, the Commission boldly came to its conclusion: it's not sure yet what to do.

"That's the nub of the complex, confusion and bewildering 'decision' which the FCC has handed down. Every declaratory statement which the Commission makes in its announcement is ringed by protective 'ifs' and other subjunctive safeguards. Anybody who has not memorized Roget's Thesaurus and done post-graduate work at M.I.T. had better stay away from the FCC's latest best-seller.

"After a few days spent amid the Commission's own special world of semicolons, the following appears to be what the FCC did:

"It found the color system devised by the Columbia Broadcasting System as far and away the best and indeed the only one ready for commercial introduction. The systems of the Radio Corporation of America and Color Television, Inc., said the FCC were just also-rans.

"But, says the FCC the CBS system presents difficulties. For one thing it does not work on the same standards as present black-and-white receivers. If CBS were to transmit a picture in color, you'd have to have a special gadget - the cost might run anywhere from \$40 to \$60 - even to get a picture in black and white. A more fancy gadget would be necessary to receive color on an existing receiver.

"Since there are an estimated 7,000,000 sets in the hands of the public, the FCC can see where some present viewers might not warm to the idea of throwing their sets out or resuming relations with the Morris Plan * * *

"Under the circumstances, it would appear that the public will have to be patient. Until the FCC gives the manufacturers time to make up the Commission's mind, we will not be able to see in full color either wrestling, impersonations of Humphrey Bogart or the right way to use an all-purpose vegetable paring knife."

Variety:

"Now that the FCC has decided affirmatively for color television but has deferred final standards to give industry a three-months period to show something better than the CBS system, the big question here is what will the manufacturers do. For it is up to them to determine whether we shall have color now or wait from six months to a year with no one knows how much dislocation in the receiver market.

"In proposing that manufacturers build in compatibility (for CBS color) in all new sets, the Commission has given the industry a taste of the kind of problem the agency itself has been wrestling with for the last three months; how to keep the door open for further developments and at the same time protect new receiver owners against obsolescence.

"The manufacturers are given a choice (which is a nice way of saying the FCC is holding a club over them) of putting in adaptors or else. And the 'else' is CBS color immediately. It is a tough question and one that is not likely to be decided overnight (FCC gives until Sept. 29 for an answer), since the industry is given only three months to produce a better system than Columbia's, and to deliver to the Commission in that time "representative receiver apparatus" which can get color transmissions from a commercial station. Judging from the time that it has taken new color systems to develop to the apparatus stage, even under the impetus of the

Commission hearings, it would be considered phenomenal if a better system than that of CBS (which has been 10 years in development) can be demonstrated by the Dec. 5 deadline."

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TOBEY LEADS CLOSE RACE FOR SENATE RENOMINATION; RECOUNT ASKED

Senator Charles W. Tobey (R), of New Hampshire, is leading by a slender margin at this writing (Wed. A.M., Sept. 13) and his opponent in the Republican primary, Wesley Powell, 34 years old, says he will demand a recount. Powell was formerly Administrative Assistant to Senator Style Bridges of New Hampshire. The vote in 295 precincts out of 297 is as of now, Powell 37,270, Tobey 38,401.

In the campaign Tobey was called a "Truman" Republican. Tobey retorted he voted "for the best interests of New Hampshire and all the people regardless of party."

Powell attacked Tobey for his "America first" activities before World War II. But Tobey countered by playing up the endorsement of him as an internationalist by Philip Willkie, son of the late Wendell L. Willkie.

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GOLDMARK BOOSTED TO V-P AS CBS TV COLOR REWARD

Dr. Peter C. Goldmark, Director of the CBS laboratories which developed the CBS color television system and the long playing record, has been appointed Vice President in Charge of Engineering Research and Development of the Columbia Broadcasting System.

"Dr. Goldmark's appointment", Frank Stanton, President of CBS said, "is not only a recognition of his outstanding contributions in the field of electronics. It also takes cognizance of the fact that color television has now reached a stage of major significance in the communications field. The Sept. 1 report of the Federal Communications Commission was a long step toward the final adoption of CBS color television for broadcasting, and the recent arrangement concluded between CBS and Remington Rand for the production of color television equipment for industrial use assures widespread application of Dr. Goldmark's work in many other fields."

The FCC report gave unqualified approval to the excellence and practicality of the CBS system developed under Dr. Goldmark's supervision, and found it clearly superior to the other systems considered.

Dr. Goldmark's work, particularly in color television and long playing records, has earned him a world-wide reputation. He joined the CBS staff in 1936, and since then has directed the comparatively small but highly skilled laboratory staff which has brought color television to its present advanced state of development.

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STANDARDIZATION CITED AS FOUNDATION FOR RADIO, TV PROGRESS

A report on engineering standardization in the radio industry which began in 1913 and is today the basis of outstanding advances in the electronic art, including television, radar, radio, electronic computing and other complex electronic devices was presented to the West Coast Convention of the Institute of Radio Engineers at Long Beach, California today (Wed., Sept. 13) by Virgil M. Graham, Director of Technical Relations for Sylvania Electric Products, Inc., and Associate Director of the Engineering Department of the Radio-Television Manufacturers' Association.

"Early radio standardization", Graham said, "stemmed from the first preliminary report of the Committee on Standardization of the Institute of Radio Engineers dated September 10, 1913. This report contained definitions of terms, tests and symbols which are of interest to the radio industry and the Institute today.

"The first effort to establish the manufacturing type of standards began about 1923 by the Associated Manufacturers of Electrical Supplies then concerned particularly with appliance type of electrical equipment. Activity of AMES committees continued until mid-1926 when their organization combined with the Electric Power Club, concerned with heavy power equipment to form the National Electrical Manufacturers' Association. Radio standardization was continued by NEMA's Radio Division which published handbooks on standardization during 1927 and 1928.

"In 1929 the rapidly growing Radio Manufacturers' Association, which had been established in 1923, set up the first RMA Engineering Committee with a Standards Section. At this time RMA standardization procedure followed closely that established by NEMA. Material was proposed by RMA engineering subcommittees, reviewed by the general Standards Committee and approved proposals were then submitted to RMA membership for letter ballot providing one vote for each member company. If the ballot was not returned within a stated time it was counted as affirmative. A majority of 75% affirmative votes was required for adoption.

"Occasions when 75% of the ballots were not returned were not unusual. The weakness of the procedure soon became apparent. In 1934 a survey of other manufacturing standardization systems indicated that procedure used by the Society of Automotive Engineers was more desirable. Therefore, a modified SAE procedure was adopted by RMA. Proposals are circulated for comments which a General Standards Committee judges for the industry. This procedure permits consideration of valid objections and provides a very democratic standardization system.

"During the early 1930's RMA engineering was concerned principally with component standardization. Therefore subcommittees were formed out of the components committee to specialize in standards for resistors, capacitors and other components. L. C. F. Horle, a consulting engineer in New York, organized these component standardization committees and also established the RMA Data Bureau.

In 1938 the Bureau assumed the handling of tube type designation assignments which had previously been a function of the RCA License Laboratory.

"The RMA Data Bureau became the focal point of the engineering department's operations as activity increased. In the late 1930s collection and tabulation of data on broadcast receiver characteristics were an important phase of the Bureau's activity. Information on sensitivity, selectivity and other characteristics could be made available to the Federal Communications Commission and other groups requiring it. This activity was interrupted by World War II but was resumed in 1947."

In closing Graham reported the retirement of Mr. Horle as Manager of the Data Bureau and Chief Engineer of the Radio and Television Manufacturers' Association. He announced the appointment of Ralph Batcher who has long been associated with the radio industry to succeed Mr. Horle.

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SAM GOLDWYN AGAIN URGES TV AND MOTION PICTURES TO MERGE

Back in Hollywood after his trip to Europe, Samuel Goldwyn, famed motion picture producer, has again advised his fellow workers in the vineyards that they had better get together with the television producers.

"The critics of television are all wet", Mr. Goldwyn told Philip K. Scheuer of the Los Angeles Times.

"Referring to a recent magazine article carrying his by-line, Goldwyn declared that ultimately the motion picture industry and television must join forces - not in common ownership but with each making its facilities available to the other - to their mutual benefit.

"Meanwhile, the all-important thing is what comes out on those TV sets", he continued. "Today, for example, children eat their dinner in front of them; when they are punished, they are told that they cannot look at TV!

"The silly things they see today - the westerns of 25 years ago and all that - are not going to make up for the homework the children are supposed to do. Eventually the parents may forbid them the sets entirely. Television can become either the greatest moral force ever put into the home or - but I don't like to think of the alternative.

"As for its effect on movies - well, people are going to shop a little harder than before; the fine pictures do a fine business, even today, and the poorer ones do hardly any at all. People can see the poor ones on television at home - and maybe some good ones, too!

"I attended a dinner in New York at which everyone predicted great things for TV - especially if the programs continue to originate there!

"When it came my turn I got up and said, 'Gentlemen, you will all come to Hollywood. We've been rehearsing the last 40 years

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for you - and we know how. Hollywood will be as great a center for television as it is for motion pictures."

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"TELE-VIEWERS" ORGANIZE TO FIGHT COLOR TV

A non-profit, educational organization representing television set owners was formed in Washington last week and immediately took issue with a Federal Communications Commission report favoring a non-compatible color TV system.

The new group, known as the Association of Tele-Viewers, said its main purpose is to "act as liaison between its members and the television industry and governmental agencies."

But its first action was to protest an FCC report which said the Columbia Broadcasting System's non-compatible color TV method was the best the Commission has seen to date.

The Association said it "feared" the FCC announcement may be followed by a ruling which would threaten the seven million TV sets now in use, which cost two billion dollars, with "overnight obsolescence."

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COMMERCIAL-FREE RADIO PROGRAMS OFFERED FOR FEE

At long last the announcement of the possibility of radio programs with no interruptions for "a message from the sponsor" was made last week.

In New York, the Muzak Corp. disclosed it has petitioned the Federal Communications Commission to authorize the new type of radio transmission. It would be called "Muzak Narrowcasting". The commercial-free programs would be received through a special gadget, which could be attached to any FM radio receiver.

As usual, however, the consumer would pay. He would have to buy the special gadget, which Muzak said would cost "very little". He also would have to pay "a few cents a day" to Muzak for the privilege of hearing the programs.

The system is called narrowcasting, as opposed to broadcasting, because it is transmitted to a "narrow" field.

For years, Muzak has piped musical programs to various types of business concerns, principally restaurants and taverns. This is the first attempt to offer its programs to the public.

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LIVE WIRE ELECTROCUTES FATHER, SON, SETTING UP TV AERIAL

A father and his son were killed by electric shocks and a daughter was badly burned shortly after noon Saturday, Sept. 9, in a freakish accident growing out of their attempt to install a television antenna in the rear of their home at Lake Success, L.I.

The dead are Charles Rutter, 43 years old, a superintendent of maintenance for the New York City Housing Authority, and his son, Charles, Jr., 19; Adelaide, 17, the daughter, was seriously burned about the hands, legs and chest before she was heroically pulled from a live guide wire by Patrolmen John Quicker of the Lake Success police. Mrs. Adelaide Rutter, the mother, was reported suffering from shock and hysteria.

The accident was the aftermath of a joint family effort to install a new-type antenna that presumably would have improved reception on the family's television set.

Police said the family had just taken down the conventional roof antenna and were preparing to set the new aerial firmly in place in the back yard. The new antenna, designed by young Rutter, a television student, consisted of a 29½-foot metal mast with a 5½-foot crossbar.

Mr. Rutter and his son were engaged in fixing the mast firmly into the ground, and Adelaide held one of the guide wires that were to make the mast secure. Suddenly the mast tipped and fell against a high tension wire of the Long Island Lighting Company. The wire is one of the primary distribution lines and carries 13,000 volts. It is about twenty feet from the ground at the rear of the house. As the metal mast touched the wire there was a blinding flash. The two men apparently were killed instantly.

When the police arrived, Patrolman Quicker observed Adelaide unable to let go of the guide wire. He ran to his car, pulled out some old newspapers and pulled her from the wire. Units of the Sixth Precinct Squad, the Fire Department, and other police squads worked in vain for two hours to revive Mr. Rutter and his son.

The high tension lines in this and other new developments throughout the country, it was learned, are run through the rear yards of the homes rather than along the street on which the homes front.

The accident recalled a similar one in May, 1948, at the Anthony Harris home in Strathmore, a development in Manhasset, L.I., where two television service men lost their lives when a strong wind blew the antenna mast against a high tension line.

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SYLVANIA EXPANDS PLASTIC PRODUCTION FOR RADIO, TV

A new plant which will specialize in the production of plastic and plastic-metal components for the radio, television and lighting industries is now being constructed for the Parts Division of Sylvania Electric Products, Inc., at Warren, Pa.

He said that ground for the new plant, which will provide 30,000 square feet of production space, was broken on July 5 and that the plant should be ready on or about October 15th. Provision is being made in the initial structure for the expansion of floor space to approximately 100,000 square feet.

Operations at the new plant will be devoted exclusively to the production of plastic products for the radio, television, lighting and other industries and will include both thermosetting and thermoplastic items with and without metal inserts.

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ZENITH FIRST 3 MONTHS CONSOLIDATED PROFITS - \$766,954

Zenith Radio Corporation reports estimated net consolidated profits for itself and its subsidiaries for the first three months ended July 31, 1950, of its current fiscal year amounting to \$766,954 after Federal income tax provision of \$550,936, depreciation, excise taxes and reserve for contingencies.

Net consolidated profit for the same period a year ago was \$170,945 after a deduction of \$251,376 representing amortization of goodwill incident to acquisition of a subsidiary. Inasmuch as the item of goodwill was completely amortized at April 30, 1950, there was no comparable deduction applicable to the earnings for the 1950 quarter.

"The company is proceeding with its plans for a limited 90-day commercial test of Phonevision scheduled to start October 1st to determine the extent to which the public is willing to pay a fee for home showing on television of good movies and/or other entertainment", Commander E. F. McDonald states. "The broadcasting station located on the Field Building is now ready for operation and the 300 participants have been selected. The public interest in this test is evidenced by the more than 50,000 applications to participate in the test."

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Baltimore, Md.,

A moth put television station WAAM-TV/off the air for an hour one day last week. Tubes blew out, fuses popped, and a flash of high voltage electricity welded solid the vibrating contacts of a relay.

Charles Blair, an engineer, finally found the wrecked relay and the charred remains of the moth. It had flown into the maze of tubes, wires, resistors and relays, causing a short when it passed at just the right instant through the gap in a high voltage circuit.

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SIREN BAN EVOKES A NOISE HEADACHE

The ban on the sounding of sirens, which went into effect at 8 A.M. yesterday, (Tues., Sept. 12) in New York City under the State's Civil Defense Law, brought with it unexpected difficulties.

Radio stations, banks, department stores and volunteer fire companies operating in the city were seeking substitutes for sirens, which now may be used only to signal an air raid.

Inquiries from groups that use sirens as burglar alarms, for sound effects in radio programs and to call volunteers to fight fires were told at City Hall, according to The New York Times, by the office of Arthur W. Wallander, City Director of Civil Defense, that they would have to install bells or other alarm systems that did not sound like sirens.

Any sounding of sirens, henceforth, will indicate air raids. For the present if such a warning becomes necessary the alarm will be sounded from Police and Fire Department vehicles. Later it is planned to set up large air-raid sirens.

Although the Columbia Broadcasting System, the Mutual Broadcasting System and the National Broadcasting Company said that they would abide by the defense law order, the American Broadcasting Co. said it planned to continue such sound effects wherever programs called for them. A spokesman added "they will be heard only for a few seconds".

A radio and television landmark affected by the order is the screaming siren that heralded the NBC program sponsored by the Texas Company and starring Milton Berle on television. "Gang Busters" another radio show on CBS, also will be without its familiar siren.

While perturbed officers of banks and stores are replacing their burglar alarm systems, volunteer fire companies in four boroughs who have used sirens to alert members must also set up a new method.

In Staten Island two such companies expect to use a whistle alarm. Seven other companies are still undecided on what they will do.

Police Chief of Staff August W. Flath reported that he did not expect any serious impediment to police vehicles because of the ban. He pointed out that horns and flashing red lights atop police cars would speed them through traffic. Police vehicles used this technique before the advent of sirens.

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That \$800,000 For The World Series TV Rights
("Advertising Age")

It may very well be that Gillette Safety Razor Co. has done a serious disservice to itself and to advertising and television by meeting a bid of \$800,000 for TV rights to the World Series supposedly made by General Motors on behalf of Chevrolet.

This fabulous price may be entirely justified, from an advertising standpoint, by what Gillette gets out of its sponsorship of the series this year.

But what about next year, and the year after that?

Having discovered that advertisers seem willing (or should we say anxious?) to pay any price, no matter how fantastic it might have sounded the day before yesterday, what will the rights to the 1951 series cost? \$1,000,000? \$1,500,000? \$2,000,000?

The trend of thinking on the part of the office of the Commissioner of Baseball is already fairly clear. Here is an opportunity, apparently, to make as much money out of the baseball business as the whole of organized baseball ordinarily makes in a year, and it can be expected that the baseball magnates will not overlook the opportunity.

What seems more than likely to happen is that the cost of sponsorship of the World Series (and other major sports events) will rise to the point where even the biggest, most venturesome advertiser will be priced out of the market. Then, unless our crystal ball is badly clouded, theater owners, with their paying box office patrons, will step in. Because, present indications are that no one but a network of theater owners stretched across the country will be able to finance a fanfare whose asking price is sure to be a million dollars or more next year.

The pattern is getting a tryout this Fall as four theaters in Chicago and Detroit will carry exclusive game-time telecasts of Big Ten football games. It will get a big push from the fantastic price paid for the World Series rights.

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Television Diplomats; U.N. Drama
("The Washington Post")

The televised diplomats are the talk of everyone who follows the Security Council meetings by video. Fans of the photogenic Indian delegate, Sir Benegal Rau, argue his sincerity and lofty-mindedness, and those of Jebb praise their man's poise and brilliant sarcasm. Some spectators are delighted, others critical, when Warren R. Austin, the American delegate, gets "mad" and shows it. Mr. Malik's stubborn, robot-faced technique enrages most American onlookers; yet some students of the Asian mind say it would go across well with eastern onlookers. Certainly television, which reveals every gesture and shade of expression, is putting a premium on the deportment of diplomats. Generally speaking, the calm, polished graduate of what is called old school diplomacy seems to have the advantage.

This success of the U.N. on television has brought a wider popular interest in the world organization. Fan mail has greatly increased. Telephone lines to headquarters are often blocked during and after a televised Security Council meeting. Some callers, in direct American fashion, demand to speak personally to Mr. Malik. Attendance has greatly increased and television screens operate in four conference rooms, as well as in the delegates' lounge, to accommodate the crowds. As yet, all this television interest is limited to the United States and Britain, which have national networks, though proceedings are to be retelevised in France and (it is said!) the Soviet Union. It may be a long time before U. N. proceedings are flashed by screen to remote areas, but eventually people in most parts of the world will be able to make this closer check on those who represent them.

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Standardize TV Picture Tubes
(Dr. O. H. Caldwell - "Radio and TV Retailing")

Now that most "doubting Thomases" are willing to concede that television, like the automobile, is here to stay, and since manufacturers have had several years in which to develop "know-how", it would be well to take steps to standardize some of the loose-ends in this new giant industry. As a case in point, one of the greatest problems today is that of the large number of different picture tube types now being made and marketed. For example, there are more than 20 different types of 16-in. round tubes and four types of 16-in. rectangular tubes. Likewise, there are seven different 19-in. round types and two rectangulars.

The sad part of the story is that none of the different types in a given size are directly interchangeable, and therefore, aside from the pyramiding of manufacturing facilities required to produce them, the situation in the replacement market is rapidly approaching the chaotic. Such a wide variety of available tube types which do the same job is certainly inconsistent for efficient mass production and completely out of line when considered in the light of the current national emergency. The distributors, dealers and servicemen are confronted with either heavy inventories, shortages, or loss of consumer good-will, because "adapting" can be a costly procedure. Yet, oddly enough, the differences between the various types in any given size are relatively minor; some only involving a slight change in a physical dimension.

Recent announcements refer to an entirely new crop of picture tubes, such as the 17-in. "diagonal" metal rectangular (about the same screen size as a 16-in. round), 19, 22, 24 and 30 in. sizes as becoming available during the latter part of 1950 and during 1951. If past performance be any basis for judgment, so far as production and consumer demand is concerned, then it is high time that some protective and adequate standards be developed. We believe that such standards could restrict the number of tube types to no more than two for any given tube size.

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TRADE NOTES

Lowell Thomas, CBS newsman and world traveler, celebrates his 20th anniversary on the air, with the broadcast of his regular CBS news program Friday, Sept. 29, when William S. Paley, Chairman of the Board of the Columbia Broadcasting System, will be his special guest (CBS, 6:45, EDT). Thomas made his network radio debut over CBS on Sept. 29, 1930.

Sales of radio-receiving and television sets by Canadian producers during May 1950, just made available by the Commerce Department, totaled 51,616 units, valued at \$3,805,166 at list prices. Television sets numbered 686 valued at \$314,480. Producers' sales during the first 5 months of 1950 totaled 256,781 units valued at \$20,920,969, including 4,248 television sets valued at \$1,791,280.

In the first 5 months of 1950, imports of radio receiving sets totaled 10,785 units and exports, 13,956 units.

Melvin E. Drake, former Vice President and Station Manager of WDGY, Minneapolis, Minn., has accepted the position of Director of the Station Relations Department of the National Association of Broadcasters. He succeeds the late B. Walter Huffington. Mr. Huffington, first Station Relations Director of the Association, died of a heart attack after having completed three days of a projected two-week membership tour of the Southeastern States.

Trav-ler Radio Corporation announced a stock dividend of one share of \$1-par common stock for every five shares held, payable on Oct. 10 to holders of record on Sept. 18. Directors also declared a cash dividend of 10 cents on the common stock, payable on Oct. 10, to holders of record on Sept. 20. A similar cash dividend was distributed in July, the first payment since the company became publicly owned in May.

A copy of London Calling, official publication of the British Broadcasting Corporation dated August 10, carries a verbatim account of President Truman's first Korean speech. It was broadcast around the world by the BBC in addition to the "Voice of America".

The 1951 Medal of Honor of The Institute of Radio Engineers has been awarded to Dr. Vladimir K. Zworykin, electronics scientist of the R. C. A. Laboratories at Princeton, N.J.

Presentation of the medal will take place at the Institute's annual meeting in New York next March. The medal is the organization's highest award, and is given only to those who have made important contributions to the advancement of the art and science of radio communications. Dr. Zworykin's early work in electronics was largely responsible for the electronic scanning method now used in television.

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