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September 27, 1950

COY FCC, GOLDENSON, PARAMOUNT, CHAMPION PHONEVISION TEST

There were two important breaks over the week-end in favor of the Phonevision, pay-as-you-go television by telephone tests, in Chicago beginning next Monday, October 1st.

The first was last Monday, Sept. 25, when Wayne Coy, Chairman of the Federal Communications Commission, addressing the annual meeting of the National Advertisers' Association in Chicago, which sometime ago endorsed the idea, again urged a thorough tryout of the project.

The second break came when Leonard H. Goldenson, President of the United Paramount Theatres, Inc., in New York, released to the movie trade press a letter dated September 22nd, which he directed to all movie distributing and producing companies, urging that films up to now refused be provided for the Phonevision tests so that the movie industry might also study the results.

Prior to his set speech to the National Advertisers in Chicago, Chairman Coy had asked the members if there were any special questions they had in mind, he would try to answer them. One of the queries put to him was: "How does the FCC view the Phonevision experiment?"

Mr. Coy replied:

"I'm going to answer that question not as the FCC but as Wayne Coy, Chairman, reminding you that the Chairman has no more influence in the Commission than any other member. And frequently is in the minority, as I happened to be on the Phonevision matter, some six or eight months ago. In the time that has ensued, it has found me in the majority. But it's only a majority authorizing Phonevision experimentation. So that it doesn't go to the substantiative question of what we think about Phonevision, so that I must speak to you as an individual.

"I am interested in Phonevision, or any other box office approach to television for the reason that I think that every happening of importance in America ought to be available to people in their homes through the media of television: and that I have seen, for the past year -- and I now see even more clearly -- the risk that the pocketbooks of your advertisers sitting here in this room are not deep enough to pay the cost which promoters of some of these events are going to demand. And I think it becomes perfectly clear when \$800,000 is paid for the television rights this year on the World Series: and I will take the maximum figure of eight million sets now in the hands of the public as the basis, and \$800,000 as the price paid: and the potential for television receivers in this country is somewhere between 40 and 50 million, reasonably. And it seems to me a very reasonable figure when you think that there are 90 million radio receivers in this country. How in the world are they going to get enough dollars out of selling Gillette Safety Razor Blades to

pay what Happy Chandler is going to ask for the television rights, under the pressure of the management of the Big Leagues; the management of the individual teams; the players who want their part of it; and particularly who want to see their security in the form of their Pension Fund protected by it?

"Now, that is my concern about Phonevision, or any other television box office approach. I do not want to see American television in this country lose events of that kind, because I do not want the American people denied the opportunity to see them over television. More than that, I think the medium of television becomes a little less glamorous, a little less spectacular, a little less appealing, and a little less in demand by the gentlemen who pay the cost of television, if these outstanding events in America cannot be seen over television.

"I would give just as much encouragement to a union of advertisers -- and by that I don't mean a collective bargaining unit -- an Association of Advertisers, paying the cost of those events through the present entrepreneurial arrangement. I would give just as much consideration to that as I would to Phonevision, but I want to see those events which are the outstanding sports events of the country, the Metropolitan Opera, the great plays on Broadway, motion pictures -- I want to see the best that we have in entertainment and culture available over television; and whether or not it is paid for by national advertisers, it seems to me that if it is there, it is to the benefit of the American public, including the advertisers who are supporting other programs on the medium. You can be very sure that the sponsors of the World Series, the heavyweight prize fights, the motion picture films are just as good promoters as are the Arthur Godfreys, Jack Bennys, Fibber McGee and Molly, when it comes to getting their dollar out of their participation in television. As long as I am a member of the Communications Commission, I am going to support any experiment which looks toward the development of a method of keeping everything that is good in America on television."

Mr. Goldenson's letter which he sent to all movie distributing and producing companies repeated his view that, in his opinion, pay-at-home television is neither feasible nor an economic method for the sale and distribution of motion pictures. However, in the ultimate paragraph of his letter, Goldenson said, "A test of Phonevision, one of the pay-at-home television devices, is scheduled to start in Chicago on October 1 of this year. It is my hope that enough pictures will be made available for this test so that all who are interested in the matter will have the results for proper appraisal and evaluation."

An official of Zenith commenting upon Mr. Goldenson's letter said:

"I consider Mr. Goldenson's request very significant because United Paramount Theatres, Inc. are exhibitors and not producers whereas his letter was sent to the distributors and the producers."

EDITOR, BROADCASTER, TURNS POET AT NEW BEDFORD CENTENNIAL

"Of myself I can do little
A few brick by my hands perhaps,
My feet a few faltering steps.
But if I can gather and promulgate
The thoughts of men,
If I can gather congenial compatriots
And fashion their hands together --
Here indeed is a lever which can move the world.
This is the press."

- Basil Brewer

This tribute to the press by Mr. Brewer celebrating the centennial of his newspaper, the Standard Times of New Bedford, Massachusetts, could well have included the radio because of the fact that in addition to the Times stations WNBH and WFMR, he also owns WCOB, West Yarmouth, Mass., operated by the Cape Cod Standard Times, a Brewer newspaper.

One of the country's fighting editors nationally known through his former Scripps-Howard connections, the Cincinnati Post, Cleveland Press, Mr. Brewer, now publisher and owner of the New Bedford Times, is overlooking no opportunity to develop WNBH, which is already in its 29th year serving the people of Southeastern Massachusetts.

WNBH and its FM affiliate WFMR will soon be housed in handsome new studios and offices -- the finest and most modern in Southern New England. Located in the heart of New Bedford, the new edifice will contain three large studios, specious offices and lobby, and technical radio and recording equipment of the latest design. Air-conditioned throughout, the new WNBH-WFMR Radio Center denotes modernity and progress -- for the radio industry and for New Bedford.

As a part of the Centennial celebration, the New Bedford Standard Times sponsored burial of a time capsule on New Bedford Common.

By a testament deposited with a bank, the capsule is to be opened Sept. 12, 2050, or "as near that date as may be practical and possible." A copy of the 220-page Centennial Issue of the Standard Times was among the many timely items enclosed within the copper tube.

A gathering representing all ages and ranks of life in the city heard an address by Howard W. Blakeslee, Science Editor of the Associated Press, predicting that life will be healthier, safer, longer and more comfortable and the world "more neighborly and a better place to live in" when the time capsule is opened.

Mr. Brewer characterized the ceremonies as "no idle gesture to the past or to the future, nor for the curiosity of that moment", but rather a testimonial of appreciation "to those who gave us birth and to the institutions which have made possible whatever we have done."

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Referring to Edmund Anthony, who in 1850 founded the Evening Standard, with which the New Bedford Times was incorporated in 1932, Mr. Brewer recalled him as a printer who believed and proclaimed "only in union can there be strength, and only in strength can there be liberty."

To those who thought and lived as did Edmund Anthony, the publisher said, and to the deeds they wrought, the time capsule was dedicated with thanks, "and also as an accounting of the trust they placed upon us, with the hope it may not be found wanting or unworthy. The eyes of 1850 are upon us."

Mr. Brewer is now so importantly associated with New England, it is interesting to note that actually he is a middle Westerner by birth, from the great Truman State of Missouri. He was at one time editor and manager of the famous old Omaha Bee and following that editor, publisher and principal owner of the Lansing (Mich.) News.

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FORT INDUSTRY GETS THE REAL McCOY FROM FCC

There will be a familiar face missing in Washington when John E. McCoy, Chief of the Television Branch of the Federal Communication Commission's Bureau of Law moves up to be staff attorney of The Fort Industry. For the past four years Mr. McCoy has been a popular top bracket FCC official.

Fort Industry Co., of which George B. Storer is President, owns WSPD-AM-FM-TV, Toledo, and WLOK-AM-FM, Lima, Ohio; WWVA-AM-FM Wheeling and WMMN, Fairmont, West Virginia; WAGA-AM-FM-TV, Atlanta, Ga; WGBS-AM-FM, Miami, and WJBK-AM-FM-TV, Detroit, Mich.

Mr. McCoy joined FCC in March 1946 as attorney in the AM Law Branch and was promoted to Chief of the FM Branch in December of that year. He became head of the TV branch in June 1948 and in the latter capacity has been active in the current TV reallocation proceedings before the Commission.

Born in Nutley, N. J., in 1911, Mr. McCoy was graduated in 1934 from Dartmouth College and in 1937 from Yale Law School. His early legal experience was gained with Cadwalader, Wickersham & Taft, New York, after being admitted to the New York bar in 1938. He joined the Navy in 1944, serving as tactical radar officer with rank of lieutenant aboard a destroyer in the Pacific. Later he was contract termination officer for Navy at Western Electric.

Mr. Nelson, who is 42 and a native of New York, has been with FCC's legal staff since 1946. Prior to that he was with the Trial Examining Division of the National Labor Relations Board and a chief counsel in the rent department of the OPA. He received his law degree in 1930 from St. John's University, New York.

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"FCC MAJORITY WOULD POSTPONE TV COLOR DECISION IF - ", COY

It was the conclusion of Wayne Coy, Chairman of the Federal Communications Commission, at the National Electronics Conference in Chicago last Monday, Sept. 25, that "if certain conditions are met", there might be a chance of postponing a final television color decision.

"You have undoubtedly heard the Columbia Broadcasting System described as an incompatible system", Mr. Coy declared. "Indeed, most of the objections to the CBS system were based on this fact. All of the Commissioners agreed that it would be desirable to have a compatible color system if that were possible. However, the Commission was forced to conclude that no successful compatible color system had been demonstrated. Since existing receivers can be adapted to receive black and white pictures from CBS color transmissions at a reasonable price, the Commission felt that it was not fair to deprive 40,000,000 American families of the opportunity to have color simply because the owners of 7,000,000 or 8,000,000 sets might have to spend some money in adapting their present receivers.

"All of the Commissioners are of the opinion that if a decision must be made now, the CBS color system would be adopted. However, five of the seven Commissioners are willing to postpone a decision, if certain conditions are met, in order to see a demonstration of a tri-color tube on the CBS system, to receive further evidence concerning horizontal interlace and long persistence phosphors and to look into certain developments in so-called compatible color systems which have occurred since we closed the hearing record to see if they meet the requirements of a color television system as set forth in the report.

"You will note I said that five Commissioners are willing to postpone a decision if certain conditions are met. These conditions relate to the so-called bracket standards about which you have been hearing so much. Briefly speaking, so far as the color problem is concerned, the incorporation of bracket standards into television receivers would enable them to receive a black and white picture from present transmissions or CBS color transmissions. You can readily see that if receivers had such bracket standards, there would not be a compatibility problem so far as the three color systems are concerned. Note that this applies only to future receivers. If bracket standards are added to receivers henceforth manufactured, the compatibility problem would stop growing so far as the field sequential system, which has been described to the Commission, is concerned. The bracket standards would provide opportunity for certain changes in standards of a field sequential color system. The Commission could then proceed to consider the other matters which I have enumerated knowing that in the meantime it would not risk having the mere force of the obsolescence problem eliminate the only color system which has been successfully demonstrated.

"The Commission has given the manufacturers until September 29, 1950, within which to tell the Commission whether they will manufacture receivers incorporating bracket standards. If we receive

adequate assurances on that score we will postpone a color decision and look into the developments I have already referred to. If we do not receive such assurances, we will adopt a final decision and designate the CBS system as the standard color system.

"The manufacturing industry is given a choice as to whether or not it will voluntarily adopt bracket standards at this time. We are making this choice available so that an opportunity may be presented to those people who have been coming to us after the record closed with stories of new compatible systems or improvements in compatible systems to show whether they can meet the requirements for a color television system as set forth in the report. And the opportunity for this choice is likewise available for those manufacturers who have urged compatibility to the Commission as the sole basis for adopting color television standards." " " " "

"But you may ask, why is it necessary for manufacturers to adopt bracket standards in the meantime? For, you may say, if a new compatible system is developed the brackets will have been unnecessary.

"These are fair questions and I will give you frank answers. In the first place, no successful compatible color system has been demonstrated.

"In the second place, the Commission recognizes that it is entirely too easy to invent a new compatible system every time the Commission appears to be ready to adopt an incompatible system. If a lengthy hearing is held each time, then the number of receivers in the hands of the public becomes so large that as a practical matter an incompatible system cannot be adopted.

"In other words, if the Commission were to postpone making a decision on color at the present time and proceed with a further hearing, without having assurances as to brackets being incorporated into receivers, we would be inviting a situation where at the end of such hearing, fundamental defects might still be present in the compatible system but the incompatible system could not be adopted because the number of receivers in the hands of the public would have increased tremendously. We have a color system before us today -- the CBS system -- which all Commissioners feel is suitable for adoption. We all believe that color is an important improvement in broadcasting. We are willing to postpone adopting the CBS system for the time being if the industry by adopting bracket standards will make it possible to give color to the American people if the new or improved compatible systems should fail to meet the requirements of the Commission, as have all compatible systems in the past. We are unwilling to postpone adopting the CBS system if the manufacturers do not build receivers with bracket standards, for, in that event, we would be inviting the risk that if the compatible systems failed again, we would probably not be able to adopt the CBS system.

"In the third place, two developments were demonstrated during the hearing that hold real promise for improving resolution in black and white pictures. These are horizontal interlace and long persistence phosphors. More work is needed before a final answer can be given concerning these techniques. If they are successful, a change in line or field scanning rate, or both, might be desirable in order to take advantage of the improvements. By building receivers with bracket standards at the present time we will not be confronted at a later date with the vexation of not being able to improve resolution in black and white pictures because so many sets would be outstanding and incapable of operating on the new standards.

"These bracket standards are insurance that if the Commission postpones a color decision now, it will not be precluded from making color available to the American people. They are also insurance that if techniques presently being developed are successful in making better resolution possible in black and white pictures, the Commission will be able to make this improvement available to the American people."

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MOBILE RADIO STATION SENT TO KOREAN FRONT

A complete mobile station for handling various types of radio communications has been assembled and dispatched to the Korean fighting front, according to an announcement made by Harry C. Ingles, President of RCA Communications, Inc.

Operation of this RCA station in Korea will relieve Army facilities of much of their burden of important press, government, and personal messages that they must currently handle, and will make it possible for men in front-line forces to communicate with their families by direct radiotelegraph service, Mr. Ingles said. The unit, assembled at the request of the U. S. Armed Services, includes facilities for radiotelephone, radiophoto and voice program service, as well as regular telegraph service.

The mobile unit has been housed in Army-type trucks and trailers that can be quickly moved to meet Army requirements. Sixteen radio operators and technicians will provide continuous, 24 hour service for handling radio communications direct with San Francisco, and, via this route, to other countries.

During World War II, RCA Communications operated three radio-telegraph circuits for troops in the European Theater. Terminals for these circuits were housed in mobile vans which moved forward from Africa to Berlin with the Army headquarters to which they were attached.

Similar units were sent to Manila, Okinawa, and Korea. Such equipment, by providing battle-front troops with rapid communications for personal messages to and from their families, were found to be valuable morale builders, and, by handling press and government messages also, they relieved Army communication channels of non-military traffic.

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ARMSTRONG CRACKS AT "PEANUT" AVIATION POWER

Higher power for aviation transmitters was urged by Dr. Edwin H. Armstrong, pioneer radio inventor, in a letter to the Radio-Television Manufacturers' Association Receivers Committee, with copies to the FCC. "Why", demands Dr. Armstrong, "is the guidance of a ship and its passengers entrusted to a transmitter having the peanut-like power of 200 watts -- 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. Equal lack of foresight came to light a few years ago when planes were provided with superheterodynes for instrument landing operation with insufficient image rejection against FM transmitters in the center of the band."

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BOSTON EDITORS GO INTO THE SPONSORED TV BUSINESS

Although not usually seen working that side of the street, four Boston newspaper editors are putting on a weekly television news show. Furthermore they have dug up a sponsor for themselves.

The telecast has been slugged "Starring the Editors" and Erwin D. Canham, editor of the Christian Science Monitor is moderator. The participants are John H. Crider, editor-in-chief of the Boston Herald; John Griffin, Sunday editor and columnist of the Boston Post and George Brady, chief editorial writer and columnist of the Hearst newspapers in Boston.

Each Tuesday, Mr. Canham mails to the Board members a list of topics which he proposes to bring up on Sunday's show. The editors meet a half hour before show time when they go through a technical rehearsal with the camera crews, sound engineers, and other specialists. By 4:30 they are ready for their first cue.

Opening the first program two weeks ago, Mr. Canham pointed out that according to the best traditions of journalism the discussion was to be a frank exchange of views on the news. The audience, he said, should not expect a polished performance because the half-hour was a plain "off the cuff" expression of opinion.

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ADDS MOBILITY TO HST DREW PEARSON SOBRIQUET

Senator William Jenner (R), of Indiana, called commentator and columnist Drew Pearson a "revolving S.O.B." last Saturday, Sept. 23, because of an attack he said Pearson made on him.

Addressing the Senate, Senator Jenner quoted Pearson as saying he was "put in the Senate" by the former treasurer of the Ku Klux Klan in Indiana, Bob Lyons".

When Pearson heard about Jenner's remarks he said the Senator apparently could dish out criticism but couldn't take it.

Jenner said Pearson made the attack because of the Senator's criticism of Defense Secretary George C. Marshall.

"This Drew Pearson", Jenner said, "is a self-appointed, self-made, cross t'd, dotted i'd, double-documented super-superlative, revolving S.O.B."

In a statement to reporters, Pearson later said:

"After launching one of the most unfair attacks at General Marshall ever aimed at a public figure, calling him 'a living lie', and 'a front man for traitors', Jenner now rants, raves and winces when his own operations are exposed. A hit dog always howls."

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TROUBLE SEEN IF "LORAIN"-WEOL PRACTICES FOLLOWED

Wayne D. McMurray, President and publisher of the Asbury Park Press, in an indirect reference to the Lorain (O.) Journal-WEOL case at a meeting of the Interstate Circulation Managers' Association at Asbury Park, N.J., Sept. 17, said "We cannot deny service to advertisers because they use competing mediums."

Federal Judge Emerich B. Freed in Cleveland Aug. 29 ruled that the Lorain Journal and its publishers were "guilty of attempting to establish a monopoly by bold, relentless, predatory commercial behaviour."

The Government last Spring brought the unprecedented suit against the Journal charging that the newspaper had violated the 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.

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CBS LEASES FOURTH N.Y. THEATRE FOR TV

Columbia Broadcasting System has leased Loew's Lincoln Square Theatre at 1947 Broadway (between 66th and 67th Streets), to accommodate the studio demands of the network's Fall television program schedule.

The Lincoln Square, built in 1905, served first as music hall, then as a vaudeville house and more recently as a movie theatre. To transform it into a television studio, extensive renovation will be necessary, including installation of TV lights on the large 39x68 foot stage, construction of camera ramps and a modern air-conditioned TV control room, and rehabilitation of the theatre's dressing, wardrobe and make-up rooms. This job is scheduled for completion Oct. 6.

The theatre, which will be used primarily for variety and musical shows requiring studio audiences, will have a seating capacity of 750. It represents the fourth such acquisition by CBS in the past three months. The others are the former Peace Houst at 109th Street and Fifth Avenue (now known as CBS-TV Studio 57), the former Town Theatre at 55th Street and Ninth Avenue (CBS-TV Studio 58), and the former Mansfield Theatre on West 47th Street (CBS-TV Studio 59). The Lincoln Square will be identified as CBS-TV Studio 60 and will raise the total of CBS-TV studios in New York City to 13.

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WALTER GIFFORD, A.T. & T. EX-PRESIDENT REPORTED LONDON ENVOY

Walter Gifford, former President of the American Telephone & Telegraph Co. was mentioned Tuesday night (Sept. 26) as having been selected by President Truman to succeed Lewis W. Douglas, who has just resigned as Ambassador to Great Britain on account of a serious eye injury. Mr. Gifford told The Washington Post by telephone from his New York home: "I can't discuss that. You'll have to get that from Washington."

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SYLVANIA OFFERS SCREEN CHEMICALS FOR COLOR TV TUBE DEVELOPMENT

Two groups of fluorescent powders for the development of color television picture tubes which are suitable to several types of electronic color TV systems now being considered have been announced by the Tungsten and Chemical Division of Sylvania Electric Products, Inc., according to Dr. Elmer C. Larsen, Chief Engineer.

Dr. Larsen said that the two groups of TV color phosphors, which are now available in engineering sample quantities, include sulphide and oxide types in the three basic TV colors: red, green and blue. The oxide powders are relatively fine texture while the sulphides are of about the same particle size as those now used in standard black and white picture tubes.

"The development of suitable red phosphor material", Dr. Larsen commented, "has hitherto presented a problem. Conventional red phosphor mixes have lacked color depth due to relatively low brightness obtained and excessive light output in the green and blue region. A new red phosphor which we are now making available for color tube development is a manganese activated zinc phosphate. It represents a marked improvement over powders hitherto available."

The new groups of color TV phosphors now being supplied by Sylvania are being made available to stimulate exploration of various types of screen material pending standardization of TV color techniques by the radio-television industry. As soon as these industry standards are established Sylvania's Tungsten and Chemical Division plans to have color TV phosphors available in commercial quantities.

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PROJECTIONISTS COMPLETE RCA TRAINING COURSE IN THEATRE TV

Closing exercises of a special Theatre Television Training program, sponsored jointly by the International Alliance of Theatrical Stage Employees and Motion Picture Machine Operators and the RCA Service Company, Inc., were held in New York Friday (Sept. 15). Thirty motion picture projectionists, from all over the United States, were awarded certificates of accomplishment by E. C. Cahill, President of the RCA Service Company.

The training course, said to be the first ever offered for instruction in this new field, was conducted by the RCA Service Company with the collaboration of RCA engineers who designed and developed the theatre television equipment now being installed in a number of the nation's leading cities.

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BELL SYSTEM TO EXPAND TV NETWORKS BY 50%

The Long Lines Department of the American Telephone and Telegraph Company, which provides inter-city channels for the television broadcasting industry, will make a 50 per cent increase September 30 in the number of cities connected to its TV networks.

This expansion, largest since the eastern and midwestern TV networks were joined in January 1949, will add 14 cities to the present 28-city networks and, for the first time, carry live network television as far south as Jacksonville, Fla., and as far west as Omaha, Neb.

The route extensions will give network service to 19 more television stations covering areas populated by about 12 million people. The present Bell System network serves 54 stations in areas populated by about 60 million people, according to estimates in the industry. Latest estimates indicate that on September 30 better than 80 per cent of the nation's seven and one-half million television sets will be in range of live network broadcasts.

The additional routes, in some areas coaxial cable and in others radio relay, will raise total channel mileage to about 17,000, an increase of more than 4,000 miles.

Five of the new network cities are in the southeast -- Greensboro and Charlotte, N.C.; Jacksonville; Atlanta, Ga.; and Birmingham, Ala. Two are in the central area -- Indianapolis, Ind., and Louisville, Ky., and seven in the west central area, including Rock Island, Ill., Davenport and Ames, Ia., Omaha, Neb., Kansas City, Mo., and Minneapolis and St. Paul, Minn.

The five southeastern cities will be joined to the network by means of coaxial cable. To provide this service, Long Lines added special equipment to an existing coaxial cable which will also continue to carry telephone messages.

Network service will be fed to Indianapolis from Dayton, O. by radio relay. From Indianapolis the service swings south to Louisville over coaxial cable.

Network service to the area west of Chicago is made possible by the completion of the new radio relay route from that city to Omaha. This route is an extension of the New York-Chicago radio relay route which went into regular service on September 1st.

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Bringing the public up to date on fast-changing developments in the television world paid dividends for the Los Angeles Mirror's 1950-51 TV and Radio Preview section of 32 pages recently.

A total of more than 24,000 lines of local retail and studio advertising comprised 70% of the contents, including 14 full pages, center spread and one double truck. Split pages accounted for 5,000 lines.

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TO FIGHT REDS BY WRITING TRUTH; ADMIRAL STONE HEADS NEW GROUP

To counteract Communist propaganda in Europe and Asia, 35,000,000 Americans of the first and second generations will be urged to present an undistorted picture of conditions here in letters to relatives and friends overseas.

The Common Council for American Unity, with a thirty-year history of work with new Americans, announced in New York that Rear Admiral Ellery W. Stone, President of the American Cable and Radio Corporation, had been named to head a \$250,000 fund-raising campaign to support the council's "Letters from America" program.

At a conference in the Willkie Memorial Building, 20 West Fortieth Street, Admiral Stone said that the money would be used to distribute material in twenty-two languages, including Russian, to persons of foreign extraction in this country, encouraging them to combat Communist propaganda by discussing current issues in their letters abroad.

Admiral Stone asserted that letters were immensely superior to officially sponsored radio programs such as the Voice of America because they were free of the stigma of Government propaganda.

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INDUSTRY WOULD DO OWN HOUSECLEANING ON RADIO, TV SERVICEMEN

The Radio-Television Manufacturers' Association last week went on record opposing public regulation in any form of television and radio service men. The Executive Committee of the group's Set Division at a meeting in New York City voted overwhelmingly to take concrete action to answer effectively interests calling for such regulation, particularly in New York.

Prior to the vote on adoption of an official policy of opposition to public regulation of service men, several members of the committee reported that a "solid front" of all industry segments concerned favors this policy. Manufacturers, distributors and service men all are certain that "the industry itself can do a better job of policing than any municipal regulation or municipal body", the Committee was told.

Representatives did not say what concrete action will be taken to eliminate criticism of present servicing facilities. They intimated, however, that manufacturers, distributors and many service men will cooperate in a program to be drawn up to eliminate unethical service operators.

The Set Division Executive Committee authorized wide distribution of a forthcoming report of the effect of television broadcasting on gate receipts of organized baseball. The report is now in process and will be released immediately after the World Series by Jerry N. Jordan. Mr. Jordan issued an earlier report contending that television increased box office figures in virtually all amateur and professional sports.

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 ::: SCISSORS AND PASTE :::
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Marconi Gave N.A. Broadcasting Conference Official His Start
 (Bill Brinkley in "The Washington Post")

Commander Charles P. Edwards, Deputy Minister for Air of Canada, got his start in life when Marconi's batteries ran out of juice. * * *

A down-to-earth man of 64 with twinkling blue eyes, Commander Edwards will be in Washington for four weeks or so as Chairman of the North American Broadcasting Conference.

The Conference is a gathering of seven North American countries with a Solomon's task. It tries to assign 108 regular-band frequencies among 3000 stations so as to cut international static and other air interference to a minimum. * * *

Commander Edwards' experience spans the virtual birth of the industry, under his boss Marconi, to the age of television and the Lord knows what beyond. From Wales young Charles had come down to Chester in England to enter technical school. The century had recently turned a corner and a man named Marconi was doing strange things.

"Word came to Chester", related the Commander, "that Mr. Marconi was going to make a demonstration there for the War Office. He wanted to sell them some portable wireless sets. Well, into Chester came two of Mr. Marconi's engineers and set up their apparatus. They went about it then discovered their batteries were not charged."

So someone told Mr. Marconi's men that there was a young fellow over at the technical school who could take care of those batteries and right proper. That he did, too.

Passed two years and young Charles pulled stakes looking for fairer and bigger game than Chester afforded.

"I packed my trip and went down to London."

And went right up to see: who but Mr. Marconi?

"You're the young man who charged the batteries!" said Mr. Marconi.

That he was, and young Charles was in. He became a junior engineer with the Marconi Wireless Telegraph Co.

When Marconi set sights on the new world young Charles went along to Montreal and the Canadian Marconi Co. In time he went with the Canadian Government as Superintendent of Radio, worked his way up to Deputy Minister of Air of Canada's Department of Transport.

The Commander's experience, needless to say, is invaluable in the Conference, where representatives of Cuba, Mexico, the British West Indies, the Dominican Republic, Haiti, Canada and the U.S. sit down to make things more useful for everyone on those 108 frequencies.

Jebb And TV Are Fine U.N. Team
 (Drew Pearson)

After a month of watching sourpuss Soviet Delegate Malik rant, rave and stymie the U. N. Security Council, the American television-viewing public is getting a great kick out of a gentleman who

is exactly the opposite - Sir Gladwyn Jebb, Chief of the British U.N. Delegation and now Chairman of the Security Council.

Sir Gladwyn's firmness in putting Malik in his place, his precise, masterful manner and his obvious friendship for the United States of America has done more to improve British-American relations than anything since V-E Day.

Were it not for television the American public could not have received the same visual proof of Jebb's operation. As a result they rate him along with Joe DiMaggio and Hopalong Cassidy - at least in the New York metropolitan area.* * *

Every good drama needs a villain, and Malik obligingly volunteered to play that part. No one from Broadway or Hollywood could have played it any better. He stepped right up to the footlights, though he didn't have to get into the act at all, and gave his television audience all the thrills of Hairbreadth Harry and the Perils of Pauline.

Result: Television users all over the Eastern part of the U.S.A. were glued to their sets every afternoon that Malik was acting.

Now comes Sir Gladwyn, the debonair and popular hero, the man who rescues the U.N. from the clutch of Comrade Malik. No wonder he has become like Hopalong Cassidy or Joe DiMaggio.

Born April 25, 1900, Jebb has seen 50 years of tumultuous times, including two world wars. But he does not think another is inevitable. He recalls that in the late 30s, he felt sure war would come. But now he feels the Soviets are not ready, and never will get to the point of readiness so long as the Western world continues its rapid movement toward joint defense.

And he seems to be aware that the television cameras play their part in this effort. When the bright lights go up, in the Council chamber at Lake Success, Jebb winces inwardly and wonders if some members will now ask to speak who had no intention of speaking.

But outwardly, he shows no sign of displeasure at a modern medium which is accomplishing what the European powers failed to accomplish in the days of the League of Nations.

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Something For the "Voice" To Say
(Walter Lippmann)

This is the message that the Voice of America should carry to mankind. It should say that we shall defend not only our country but the great community from which we sprang and to which we belong. Its peace and security are our peace and security. Beyond that community we seek only mutual advantage, honest influence, and friendship. We do not seek dominion in Asia. Nor shall we degrade ourselves and disgrace ourselves forever by seeking our own security at the expense of the civilization to which we belong.

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What A Mess 48 States Could Make Of TV Censorship
("Editor & Publisher")

Fortunately, Pennsylvania television stations successfully defeated efforts of the State Board of Censors to submit all films for inspection prior to use on the air.

Imagine the red tape and turmoil on future television networks if 48 States decided it is in their power to censor all films shown on the air within the State!

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TRADE NOTES

In the exciting renomination recount in New Hampshire where veteran U. S. Senator Charles W. Tobey (R), beat his opponent Wesley Powell, World War II veteran, age 34, by only about 1000 votes, Sen. Tobey is expected to personally scrutinize the proceedings.

The George Burns and "Gracie Allen Show" premieres on CBS television Thursday, Oct. 12 (CBS-TV, 8:00 P.M., EST). The program will be seen on alternate weeks, with the first three broadcasts in the series originating in New York.

Scott Radio Laboratories, Inc. - Quarter to Aug. 31: Net profit \$41,074 or 10¢ a share on 419,080 capital shares, contrasted with net loss of \$51,287 for August quarter a year ago; net sales \$542,774 compared with \$79,232.

A new device "Stenafax" is being offered to broadcasting stations, newspapers, and others using mimeograph machines by the Times Facsimile Corporation, a subsidiary of The New York Times. The Stenafax automatically makes exact stencils of graphic material in six minutes. These stencils, of special plastic material, are used on any standard mimeograph machine. In a test, 21,000 cards were mimeographed from a stencil, still good.

Industrially designed by Henry Dreyfus, the machine was developed by Times Facsimile Corp., makers of facsimile communications equipment.

The corporation plans to manufacture the machines with a production capacity of 100 each month. Cost of building the machine is approximately \$1,000. A. G. Cooley, Manager, said it is probable the machines will be leased instead of sold outright.

Verdi's "Don Carlo" opening the 1950-51 season of the Metropolitan Opera Co. Monday, November 6, will be televised and Saturday matinee performances will be broadcast over the ABC net under sponsorship of the Texas Company.

After being in business for approximately 8 weeks, Tempo, Inc., producers and distributors of a new departure in specialized background music has signed its 35th contract.

The latest subscriber is Weaver Bros., Inc., one of the largest realtors and mortgage bankers in the Washington area. Other subscribers to Tempo music in the D.C. area include the Interstate Building Association, Hammel's Restaurant and LaSalle DuBois, a restaurant.

Affiliated with Functional Music, Inc., Chicago, a Marshall Field enterprise, Tempo, Inc. began operations in Washington about two months ago under the direction of Harry A. Gale, President, and Ben Strouse, Vice President, who is also vice-president of Station WWDC.

Tempo is a new service of programmed background music for industry, offices, hotels and restaurants. Based upon a newly developed electronic device, Tempo, Inc. is able to provide the service at a minimum cost within a 75-mile perimeter of Washington.

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