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No. 1940

October 4, 1950

CHI. THEATRE TV FLOPS; 35,000,000 SEE IRISH GAME FOR FREE

Although little attention seems to have been given to it in other parts of the country, Chicago has been furnishing some interesting data with regard to television sports broadcasts.

One was the complete flop by two theatres last Saturday (Oct. 1) in the first showing of paid admission football television in Chicago. This was undertaken by the State and Lake Theatre, one of Paramount's best known downtown Loop theatres and one of their largest, and also the south side Tivoli. The game was between Illinois and Ohio football teams. It was the kickoff of the closed circuit theatres broadcast of the Big Ten football games.

Paid attendance at the State-Lake was reported by Larry Wolters, television editor of the Chicago Tribune as about 1,500. The capacity of the theatre is 3,000. Attendance at the Tivoli (capacity 3,400) was even less, only 600.

Accounting for this, several facts had to be taken into consideration. The Illinois-Ohio game is not a popular game and on free television in direct competition were the Notre Dame and Army games.

The Big Ten has banned telecasting of its football games until its effect on attendance is determined. The conference, however, has permitted theater television on a limited scale.

In Detroit, 2,000 people saw the theater version of the Michigan-Michigan State game. The theater has a 4,000 seating capacity.

On the other hand, Mr. Wolters estimated that an audience of 35,000,000, the biggest to date to view a football game saw the contest between Notre Dame and North Carolina as telecast free by WGN-TV, Chicago and the DuMont network at the same time last Saturday as the paid theatre experiment was going on.

Forty-six stations, extending from Minneapolis to Jacksonville, Fla., were linked up for the most extensive coverage of football up until now.

More food for thought about the economic side of sports television came from Chicago when Edward Burns of the Tribune Press Service, who was at the Louis-Charles fight, wrote: "A crowd of 22,357 who apparently did not have access to television devices, paid \$205,370 to view the event at first-hand. It was estimated that twenty-five million saw the show via television."

Commenting upon this, E. F. McDonald, Jr., President of the Zenith Radio Company, said:

"And don't forget, that everybody on TV had a better seat than anybody at the fight stadium. I understand from someone who was at the fight, that one-third of the seats were empty. Here is the case of the fight promoters getting \$205,000 from the box office at the arena and \$140,000 for the television and radio rights. The balance is shortly going to shift and the radio and television rights for great national events is bound to exceed by far the gate receipts at the arenas."

Commander McDonald was so impressed by the fight figures that he addressed a letter to former Senator "Happy" Chandler, which read in part as follows:

"As High Commissioner of the "Great American Game" with \$975,000 added to your gate receipts come rain or shine, you should be having no trouble at all these days in living up to your most appropriate nickname. If my figures are correct, you have in one year quadrupled the Series' take from television and have built up your 'sideline' broadcast jackpot to 86% of last year's total gate receipts from all five World Series games. Nice going!

"Now the question is, 'Where do you go from here?' How are you going to get the maximum yield for your clubs and your players next year and in years to come? Whatever happens, it looks like the 'World's Serious' is getting too expensive to give away 'free' on a video screen. * * * *

"Advertising Age speculates on figures of \$1,000,000, \$1,500,000 or \$2,000,000 for TV rights to next year's Series, and gloomily predicts that such box-car costs will price 'even the biggest and most venturesome advertiser out of the market.' Then Advertising Age foresees the theater owners, with their paying box office, taking over and putting televised Series games into their theaters. * * * *

"The potential yield from advertisers or theater television is great, but it is minor compared to the possibilities that can be opened by box office television in the home. Consider:

"Last year some eight million people watched the Series over about two million television sets. Your take from the advertiser for TV rights was \$200,000.

"This year the sponsor's \$800,000 will enable more than 20,000,000 people to watch the Series games on the screens of some five to six million TV receivers. That is big money, but it is only about fifteen cents per set, for all of the games, and it is just about the maximum in advertising costs that a sponsor can afford to pay. Moreover, it is small change compared to what the public would gladly pay directly to see the Series broadcasts if they were presented by pay-as-you-see television in the home instead of by advertising sponsorship.

"It is a reasonable assumption that in five years there will be from thirty to forty million television receivers in American homes and offices, all of which will be within range of television

transmitters hooked into the national networks. Suppose you were to put a box office on television, charge a fee of, say, \$1 per game to every television set tuned to the Series, and assume your share to be roughly 50%. I don't need to compute the staggering box office potentiation that this will offer you; it would loom as even more fantastic than \$800,000 for TV rights would have sounded last year."

Commander McDonald said Tuesday (Oct. 3) that Zenith has postponed the starting date of its Phonevision test (television in the home by telephone) in Chicago until November 1st and has asked the FCC for permission to continue the test through the month of January. He said that the postponement was prompted by two considerations: "First", he said, "we do not yet have enough good film to conduct the test properly through its full schedule of 90 days. Refusal by most major motion picture producers to rent us film for this test has deprived us of the type and variety of features we need to make it truly representative, and to make sure that each of the 300 participating families gets a dollar's worth of entertainment from every Phonevision program seen."

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LANGMUIR TO BE HONORED IN G.E. HALF CENTURY LAB CELEBRATION

When the nation's first industrial research laboratory, the General Electric Research Laboratory, celebrates its 50th anniversary Monday, October 9th, with the formal dedication of a new home near Schenectady, N. Y., outstanding honor will be paid to Dr. Irving Langmuir, whose early work in electronics made possible the high-power electron tube used today in radio.

"Not only does the scientist not need to promise in advance what will come of a research project, but often even, even after it is done, it is still not clear where and how it will be applied", Dr. C. G. Suits, G.E. Vice-President and Director of Research, pointed out discussing the development of the present day laboratory. "Thus Langmuir's work on high vacuum led to the high vacuum, high-power electron tube, which eventually made possible reliable radio communication over long distances and modern applications of industrial electronics, as in heating methods. Similarly, his studies which led to atomic hydrogen welding opening up a new industry, though this was not apparent when the work was being done.

"Freedom works both ways. Because of the freedom, like that afforded Langmuir in the instances cited, the company became more diversified. On the other hand, the more diversified it becomes, the more freedom can be given.

"Investigations into the atomic nucleus which are now being carried on in the Research Laboratory are a good example of present work of which the outcome is quite unpredictable", says Dr. Suits. "The same is true of project Cirrus, which is entirely exploratory in nature."

"Cirrus" is leading to new knowledge of weather phenomena and eventually may make possible significant modifications of weather conditions.

One of the laboratory's early achievements came in 1908 when Dr. William D. Coolidge, later to become the laboratory's Director, produced tungsten metal in ductile form. This led, in 1910, to a sturdy tungsten incandescent lamp, practicable for general use.

Starting in 1900 the General Electric lab used a barn, behind the home of Dr. Charles P. Steinmetz. After a few weeks, the barn burned down, and they moved to a building in the company's Schenectady Works. This was the first of a series of buildings within the works, culminating with two especially planned for the laboratory, built in 1912 and 1925.

Following World War II, as these facilities became increasingly inadequate, a private estate known as The Knolls in nearby Niskayuna and about five miles from the plant, was acquired for a new laboratory home. About half the staff moved there in the Fall of 1948, with completion of the first section. The rest of the main building, and various supplemental structures, are now completed.

The laboratory's two-man force of the year 1900 has now grown to about 850, of which about a quarter are scientists and the rest technicians, mechanics, and office personnel.

"New subjects of investigation generally come from the members of the staff, and are not dictated from above", Dr. Suits concluded. "However, it is the job of the Director to see that important fields are not neglected, and that they are studied even when not very glamorous. An example is work on methods of light production. Even a one per cent increase in the efficiency of a phosphor used in fluorescent lamps would result in a saving to the U. S. public of about \$20 million each year. Thus, some laboratory activity must be channeled into fields that are important to the company, but even here the research man has freedom in the way he attacks the problem."

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MRS. ROOSEVELT TAKES OVER MARY McBRIDE'S RADIO TIME

Mrs. Franklin D. Roosevelt will replace Mary Margaret McBride on WNBC beginning October 11, the National Broadcasting Co. announced this week. The new program will be devoted to interviews with prominent persons, and chats on subjects pattered for women listeners and will be heard Mondays through Fridays from 12:30 to 1:15 P.M. Mrs. Roosevelt's son, Elliott, will be announcer for the program.

(Ed. Note. Variety stated it is estimated that Miss McBride will earn about \$300,000 a year under the deal worked out for her by ABC where she is moving to, taking along all of her 19 clients, Oct. 9)

Miss McBride had decided to leave WNBC, it was said, because "a portion of her air time had been sold inadvertently", and she had wanted the 1 to 2 P.M. spot regularly.

Mrs. Roosevelt this week resumed her Sunday afternoon NBC-TV show, "Today With Mrs. Roosevelt", which is generally devoted to discussions of political issues. The air time is 4 P.M.

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PRESIDENT'S BROADCASTERS ADVISORY COMMITTEE APPOINTED

A Broadcasters' Advisory Council to assist the Government during the current emergency has been organized, Justin Miller, President of the National Association of Broadcasters, reported to President Truman in a letter Tuesday (Oct. 3).

Formation of the Council was completed at a meeting in the Waldorf-Astoria in New York last Monday night. The Council was formed as the result of a request to the NAB by Dr. John R. Steelman, the Assistant to the President, that the Association organize the industry in such a manner that it would be "immediately available" in the event of need.

The Council, Judge Miller told President Truman, includes in its membership, besides the NAB President; Robert C. Sprague, President of the Radio-Television Manufacturers' Association; J. R. Poppele, President of the Television Broadcasters' Association; Richard B. Hull, President of the National Association of Educational Broadcasters; the Presidents of four of the networks: Frank White, Mutual Broadcasting System; Joseph H. McConnell, National Broadcasting; Frank Stanton, Columbia Broadcasting System; Robert E. Kintner, American Broadcasting Company; and Mortimer W. Loewi, Director of the Dumont Television Network.

Charles R. Denny, Jr., Executive Vice President of NBC, will act as alternate for Mr. McConnell, and Chris J. Witting as alternate for Mr. Loewi, with other alternates to be designated.

Approximately ten broadcast station operators, to be named by Judge Miller who was elected Chairman of the Council, will complete the roster of nineteen members.

It is anticipated, Judge Miller said, that the Council membership may be expanded from time to time by majority vote of the Council if need arises in particular situations.

At this first meeting the Council members did not go farther than to agree upon a broad outline of organization; establishing as the Council's first objective the representation of all segments of broadcasting, so that they may be brought together expeditiously upon Government request for action.

Present at the New York dinner meeting were: Judge Miller, Mr. Sprague, Mr. Poppele, Mr. White, Mr. Denny, representing Mr. McConnell, Mark Woods, Vice Chairman of the Board, ABC, Mr. Witting, representing Mr. Loewi, and Mr. Earl Gammons, Vice President of CBS.

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Radio Free Europe expanded its broadcast to persons behind the Iron Curtain to seven and one-half hours daily on October 1, Director Robert E. Land said yesterday, October 3.

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REGRET AT RETIREMENT OF LEW WEISS, RADIO, TV PIONEER

The retirement of Lewis Allen Weiss, Chairman of the Don Lee Network at Los Angeles, one of the oldest radio and television executives in point of service and one of the highest paid, brings with it general regret. There are those who predict that he will be back, that he will not be able to keep away from a great industry in which he has done so much to make and in which he has been so successful. Born in Chicago in 1893, there is still time for Mr. Weiss to again be heard from in a big way and there is no doubt but that he will.

Mr. Weiss said he was leaving the Don Lee Company which he joined in 1930, to clear the way for the new owner and to look after other business. Mr. Weiss was the first man from the Pacific Coast ever to head one of the country's four transcontinental networks. Mr. Weiss succeeded Alfred J. McCosker as Chairman of the Mutual Broadcasting System in 1947. With the exception of Mr. Paley up to that time, Mr. Weiss was also the youngest net Chairman.

Mr. Weiss was graduated from Chicago-Kent College of Law in 1915. Subsequently he enrolled in the University of Southern California where he majored in Economics. Not many are aware of the fact that he was a Captain of Cavalry in the Regular Army in the 1st World War, Commander of the famous "Black Horse Troop", 4th U.S. Cavalry, and is a past Commander of the Military Order World Wars.

Before joining Don Lee, Mr. Weiss was an advertising executive with the Hearst newspapers for four years. He suggested to Will Rogers the idea that the latter use an alarm clock in order to close his broadcasts on time.

Mr. Weiss built up the Don Lee net from 16 to 45 stations. He was the television pioneer of the West Coast.

Mr. Weiss was also President of the Los Angeles Chamber of Commerce, Los Angeles and Hollywood Advertising Clubs, Director of Hollywood Chamber of Commerce, Rotary Club of Los Angeles, Merchants and Manufacturers' Association, all year Club of Southern California, and Advertising Federation of America. He is also a member of the University Club of Los Angeles, Delta Theta Phi and Alpha Delta Sigma. He recently completed duties as member of Board of Municipal Airport Commissioners. As a public speaker, Mr. Weiss is rated with the highest classification accorded by Rotary International.

Come what may, Mr. Weiss hopes first to enjoy a good long, and what would be a well deserved, vacation.

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HANSEN, WTOP WASHINGTON, FOUND DEAD

Vern Hansen, 39, an announcer for radio station WTOP, of Washington, D. C., was found dead in his apartment in nearby Arlington, Va. by his wife, Mrs. Jane Hansen.

Arlington police who investigated said Mr. Hansen left no note. They reported his wife told them he had been under the care of a doctor for the past two weeks.

Mr. Hansen, a native of Racine, Wis., joined the Washington staff of WTOP-CBS in 1942. He left shortly to become a presentation editor with the Office of Strategic Services. Among his assignments was narration for "Organization of the Army", a film for soldiers.

He returned to WTOP in October, 1943. Since that time, Mr. Hansen has been on such programs as "The Factfinder" and "News at High Noon". He also was the Washington reporter for "We, The People".

Mr. Hansen was a graduate of the University of Wisconsin in the class of 1933. During his college days he did radio work for the University station, and on graduation joined the station's staff as a full-time announcer.

He remained at this post for three years. In 1936 he took a job with a Chicago station, and remained there until coming to Washington. He married Jane Elizabeth Wood in 1939. His wife is graphic editor for the Red Cross in Washington.

Mr. Hansen who considered his popular "Quizzdown" show one of his most interesting assignments, was the WTOP reporter who stopped a show to announce the death of President Franklin D. Roosevelt in 1945.

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VAST TV EXPANSION DEPICTED IN PROGRESS REPORT

The record expansion of the television industry on all fronts during the first half of 1950 is pictured in detail in a special "TV Progress Report" just published by the Television Broadcasters' Association, Inc. The condensed, factual report covers all the major facets of the TV industry, presenting detailed data and statistics on the following: TV stations, networks, set production, audience, market areas, business and advertising.

While the TBA Report is essentially a review of the first six months of 1950, much of the information is extended to September 1 and, in the case of network facilities, projected to October 1st. Thus stations, networks, advertisers and agencies will now have available a unique reference guide with station, network and market information both in interconnected and non-interconnected TV areas, that will remain up-to-date for many months beyond publication of this report.

Prepared and edited by Richard Ives, TBA Public Relations, under the supervision of TBA-Secretary-Treasurer Will Baltin, the "Progress Report" is being made available to non-Association members at \$1.00 per copy.

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CRITICAL SHORTAGE SEEN IN TV, RADIO TUBES

A critical shortage of replacement tubes for radio and television receivers has been growing steadily worse in recent weeks. Amateur technicians who like to make their own repairs sometimes must go from store to store in a hunt for the right tube to put their sets back into operation.

Confirmation of this shortage was obtained yesterday, Oct. 3, it was said by Val Adams of The New York Times in a check of retail radio shops and a repair men's association. "The lack of replacement tubes for the general public apparently is a result of increasing demands by television set manufacturers, military needs and stock-piling", Mr. Adams writes. "There is no shortage, however, of cathode ray picture tubes for television sets."

Fifty per cent of the replacement tubes most commonly needed in repairing sets are difficult to obtain, reported Max Liebowitz, President of the Associated Radio-Television Servicemen of New York, Inc. "Repairs are held up for a very long time", he said, "and people don't understand why it takes so long to get their sets back."

Mr. Liebowitz, complaining of the plight of the independent service men, said that some distributors allocate whatever tubes they may have to retail dealers, rather than the repair men. He added that service men who do not have strong contacts with the sources of supply are hard pressed to fulfill their repair jobs.

Samuel Simon, owner of the Grand Central Radio Shop at 124 East 44th Street, said that some television manufacturers were offering to buy back tubes from dealers at list prices so as not to delay delivery of their sets to market. A set maker who could produce a particular tube for forty cents will offer the retail price of \$3 to get it back from the dealer, said Mr. Simon.

The extremely low odds of being able to obtain any replacement tube is clearly borne out by August production figures, the latest report, which showed that 7,017,115 tubes were made for replacement parts. That figure is approximately the number of video sets now in existence, which would allow one replacement tube for each receiver. This is the television story alone, not even considering millions of radios that must be repaired.

Some set makers are said to have notified dealers that if the shortage continues they may be forced to ship their receivers to market without any tubes, leaving it up to the dealers to scramble for their own.

Obviously the Korean war and the military preparedness program have added greatly to the receiving tube shortage. In fact, Dr. W.R.G. Baker, Vice President in Charge of the Electronics Department of the General Electric Company, asserted yesterday that the new military priorities system, combined with the recently aggravated shortages of materials, will force a 20 per cent industry-wide cut-back of television receiver production in the first half of 1951.

"The priorities system will aid materially in production of electronics equipment for military purposes", said Dr. Baker, "but it will have an adverse effect of civilian items such as television and radio receivers."

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RCA ESTABLISHES DEFENSE SERVICE DIVISION

The RCA Service Company announced yesterday, Oct. 3, the establishment of a special Government Service Division to coordinate its expanding activities and expedite Government agency requirements for technical personnel, and installation and servicing of all types and makes of electronic equipment.

P. B. Reed, a veteran of more than 20 years in the electronic equipment and servicing fields, was named to head the new division and in this capacity was appointed Vice President in charge of the Government Service Division, RCA Service Co. A former Washington, D.C., representative of the RCA Victor Division, he was Sales Manager of the Industrial Equipment Section of the RCA Engineering Products Department prior to his new appointment.

The Government Service Division represents an expansion of the company's former Government Service Section which, for ten years, has been handling service activities for Government agencies, according to C. M. Odorizzi, Vice President in charge of Service for the RCA Victor Division. Mr. Odorizzi disclosed that the new division will undertake an expansion program involving technical personnel and facilities to keep pace with increased requirements of the military services.

Included in the expansion program are the company's elaborate and centralized repair facilities and its Technical Publications Section. The former is a modern service shop, located at the home office, which is completely equipped with the latest test and repair equipment. Under the present emergency and expanding defense program, it is providing contract service to the armed forces in an overall project to modernize World War II radio and electronic equipment. The Technical Publications Section is set up to prepare and print and provide the armed forces with classified technical manuals on the subject of electronics in general and on specific electronic equipment.

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TV SALES SOAR TO ALL-TIME HIGH IN WASHINGTON, D. C.

The Washington Television Circulation Committee representing the four operating TV stations in this city (WMAL-TV, WNBW, WTOP-TV, and WTTG) released Monday, Oct. 2, the official estimate of 174,485 television sets now installed and operating in Metropolitan Washington, D. C. This represents an increase of 13,910 sets over the September 1 figure - the largest monthly increase recorded by the Committee since it began functioning in December 1947. The Washington Television Circulation Committee is the oldest committee of its kind in the country.

The Committee's monthly reports are based on set sales figures published by the Washington Electric Institute, plus independently gathered totals from those distributors and dealers who are not Institute members.

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BBC RADIO DRAMA FOR U.S.A.

The National Association of Educational Broadcasters, an association linking non-commercial stations throughout the United States, has recently embarked on a new and ambitious development. Following discussions with the University of Illinois last year, they have planned a wide program of broadcasts which are to be serious in content and high in quality. They will be provided to member stations in the form of recordings, and the first series was distributed last February. By May this year thirteen stations were already carrying the programs, and at least fifteen more were expected to join shortly.

The programs are distributed through station WNYC, New York, whose director, Seymour Siegal, is said to be the moving spirit of the project. Among those already carrying the programs, in addition to WNYC, are stations in Michigan, Washington, Ohio, California and Louisiana.

A number of series have already been broadcast. They have covered scientific, political and artistic topics, and have been collected from all kinds of sources.

For their dramatic series N.A.E.B., turned to the BBC, which has contributed thirteen programs from among the classics of broadcasting in England. This series will break new ground in a number of ways. For one thing, none of the programs lasts less than an hour, and some are more than an hour and a half, and it is very rare for a serious program - even a dramatic one - to run to such a length in the United States.

Beginning on July 11th with "The March of the '45", D.G. Bridson's classic dramatization of the Jacobite rising in Scotland in 1745, the programs included such major works as "The Dark Tower" by Louis MacNeice and "The Lady's Not For Burning" by Christopher Fry.

N.A.E.B. reports that the BBC series is drawing "tremendous quantities of favorable comment" from their listeners. Later series will be taken from the Canadian Broadcasting Corporation and from the United Nations.

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WILLIAM ALLEN WHITE SCHOOL GETS OWN FM STATION

The moving of radio station KIMV-FM from Hutchinson, Kansas to the University of Kansas campus at Lawrence, Kan., will be started within a short time. The equipment of the frequency modulation station is being given to the William Allen White school of Journalism by John P. Harris of Hutchinson and his brother, Sidney F. Harris of Ottawa, Kan., as a memorial to their late uncle. The equipment includes a 514-foot broadcasting tower.

The Harris brothers, who own three other radio stations, also own the Harris Publishing Co., publishers of the Hutchinson News-Herald, Ottawa Herald, Salina (Kan.) Journal, Chanute (Kan.) Tribune and the Burlington (Iowa) Hawk-Eye Gazette.

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DEWEY PUTS TV TO TEST IN MEETING JOHN Q. VOTER

Governor Dewey employed television last Sunday night (Oct.1) to answer a series of questions from persons picked at random from two busy sections of New York as part of his campaign for re-election. It was the first time television had been so used in a political campaign, Leo Egan reports in The New York Times.

Eight questions in all were put to the Governor. They ranged in subject-matter all the way from queries of why he wore a mustache and what he thought of the Brooklyn Dodger baseball team's chances of winning the National League pennant to the New York City gambling inquiry, overcrowding in schools and discrimination in housing.

One question, put by Harvey Rothenberg of 25 West Eighty-first Street, a shirt manufacturer, was: "From a social and an etiquette point of view, do you think you were correct in criticizing the Russians for maintaining slave labor, in your recent talk at the Waldorf?"

Mr. Dewey's answer was: "It wasn't etiquette, but it was awfully good for the Russians." He added that he intended to continue his criticism of the Russians, because "so long as Soviet Russia has slave labor, and a totalitarian Government, none of the free people in the world are safe."

The telecast was an outgrowth of Mr. Dewey's statement in his acceptance speech at Saratoga that he intended to wage his campaign for re-election on every street corner in the State. The use of television to carry out this idea was developed in a series of conferences between Mr. Dewey's campaign advisers and radio technicians.

During Sunday night's program, Mr. Dewey remained in a National Broadcasting Company studio in Radio City facing two television screens. One television crew with "Happy" Felton, a professional radio performer, was station on Broadway between 42nd and 43rd Streets. Another was in the Plaza at Radio City, in charge of Walter Shirley, a professional announcer.

Questioners rounded up by Mr. Felton or Mr. Shirley spoke into microphones and were visible to Mr. Dewey in Radio City. He answered their questions directly.

The program was carried only by WNBT in New York.

In its essentials, the use of television to exchange ideas with voters was an extension of the system Mr. Dewey used in 1948 to win the Republican presidential primary in Oregon. During his visit there the Governor mingled with persons in the street and submitted to questioning after all his campaign appearances.

The decision to employ a similar technique in New York but to get a wider audience through bringing in television was the result of a series of conferences on the part of Dewey advisers.

At the end of New York's querying and answering by Mr. Dewey, the Governor explained that it had been undertaken on an experimental basis. He suggested that if enough interest were shown by the writing of postcards to him at Albany, it would be followed by others.

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UNCLE SAM DIGS DEEP FOR DEFENSE

Sales of radio transmitting and communications equipment, including radar, to the U. S. Government by RTMA member-companies increased substantially in the second quarter over the first quarter of this year. Sales in the second quarter totalled \$33,393.093 compared with \$30,640,943 in the first three months of this year.

Orders received from the Government during the second quarter amounted to \$61,701,467 compared with orders of \$41,305,390 in the first quarter.

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G.B.S. FINISHED LATEST PLAY AT 94; FOR TELEVISION?

As relayed by Paul Holt, a BBC commentator who called on George Bernard Shaw on his 94th birthday, and just before G.B.S. suffered his bad accident, revealed that the noted playwright had just given a Hungarian film producer his latest play to read.

"It has no title as yet", Mr. Holt said, "and it is more of a conversation piece than a play, consisting largely of an argument between a man and a woman. The woman wins.

"Shaw thinks it will be good for television. He is very interested in television although he has no set in the house."

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RIO TO HAVE FIRST TV STATION IN FALL

Engineers of the International General Electric Company who have been installing the transmitter on Sugar Loaf mountain in Rio, say their difficult job is now practically complete.

The transmitting equipment, several tons of it including the 150-foot antenna, had to be hauled by cable car, mule back, and by hand to the summit of Sugar Loaf which towers 1,300 feet above nearby Copacabana beach. Sugar Loaf's summit, which is inaccessible by automobile, is reached by cable car. Because of heavy tourist travel, the cable car has been available for use by the TV engineers only four hours a day from 4 to 8 A.M.

Brazil, first South American country to have regularly scheduled commercial programs, will have several thousand TV receivers in operation by the end of the year, according to company officials.

I.G.E. started exporting TV receivers to Brazil last April, when it shipped 50 completed units. Later, 1,750 chassis were sent to be assembled into complete receivers by the company's Brazilian affiliate, General Electric Sociedade Anonima.

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::: SCISSORS AND PASTE :::
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A Pirate Deep In The Heart of Texas
(Val Adams in "The New York Times")

Squarely in the face of a growing television fever, a new haywire radio network has mushroomed out of the State of Texas to link more than 200 stations from coast-to-coast. Currently supplying its affiliates with seven hours of sports broadcasts and give-away shows daily, the chain was due to expand to a sixteen-hour daily schedule this week.

The whole thing started when a resolute young Texan, enthralled with the idea of becoming a famous sports announcer, couldn't talk anyone into hiring him. A lot of weird maneuvering has ensued.

The network, with headquarters in Dallas, officially is known as the Liberty Broadcasting System. Its president is Gordon McLendon, 29, the fellow no one would hire as a sports announcer. Calling play-by-play reports over his own chain, McLendon has labeled himself "The Old Scotchman".

McLendon graduated from Yale in 1942, went into the Navy for several years and back to Harvard Law School. His itch to be a sports announcer - in which he had dabbled on the side while at Yale - drove him away from law studies, however, after one year.

Unable to obtain a sports job, McLendon built a small day-time station of his own in Dallas in late 1947 and asked Western Union to install a baseball wire. He wanted to re-create major league baseball games in the afternoon.* * * The Dallas club said nothing doing.

Then McLendon became a modern-day Texas outlaw, so far as baseball was concerned. He came to New York, rented an office in Lexington Avenue, and bought a "TWX" line - teletype service - from the telephone company. Gordon hired a man to listen to Mel Allen's baseball broadcasts over WINS and teletype the play-by-play to him in a studio of his Dallas station. Deep in the heart of Texas, "The Old Scotchman" re-created major league diamond plays only ten seconds behind the actual happenings.

McLendon used an elaborate recording arrangement to make his re-creations sound like the real thing. He used four different turntables simultaneously in his studio - general crowd noise, the sound of a bat, the shouts of peanut and hot dog vendors, special crowd effects and the sound of a public address system in the background. All of these sounds had been recorded in major league parks.

The baseball people threatened all kinds of court suits, but McLendon stuck to his microphone. Other stations asked for a feed on his baseball broadcasts and at the end of his first baseball year, McLendon found he had a network of forty-two stations. The stations paid their own line charges and were supposed to pay McLendon 15 per cent of whatever they collected from local sponsors. That's how the Liberty Broadcasting System came into being.

Today, of course, McLendon has made peace with the baseball world. He had pirated their games only because they wouldn't sell to him, and now that they have, he pays the National League \$40,000 a year for carrying their games "live" and an estimated \$50,000 for re-creating American League games.

Rival TV Stars
("Drew Pearson")

In the delegates' lounge at Lake Success, a newsman said to Security Council President Sir Gladwyn Jebb, "How does it feel to be a TV idol?"

"It's really quite frightening", replied Jebb. "People come up to me on the street and shake my hand. No member of the British Foreign Office is supposed to be known, not to mention being popular."

"I'm afraid you can't escape it", insisted the newsman. "People are fascinated by you -- second only to Milton Berle."

"Berle?" said Sir Gladwyn. "Who's he? The only Berle I know is Adolf Berle, and people aren't fascinated by him."

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Radio-Astronomy
("London Calling")

It is only in the past half-century or so that man has known the secret of transmitting and receiving radio waves. But for those who have ears to hear - or, rather, for those who have the right kind of very complicated apparatus - the stars and the sun are continually sending out radio impulses.

In fact, it is hoped that a new kind of astronomy can be worked out on this principle, and at a place called Jodrell Bank, in the English county of Cheshire, a team of eighteen scientists are working to develop the new idea of radio-astronomy.

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Attention Orson Welles!

North America's radio "hams" planned at their meeting in Hamilton, On. last week, to fill the air waves Oct. 14 with reports of disasters that never happened. Some 90,000 amateur radio operators in the United States and 8,000 in Canada will send out fantastic reports of floods, earthquakes, fires and similar tragedies. The full-scale rehearsal for a disaster service was announced by Wilburt Clemence, past president of a local group of radio amateurs. He said the Canadian and United States Red Cross societies would cooperate.

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Or Hear A Jingle
(CBS' Jack Benny Program)

ROCHESTER: A shilling, a tuppence and a ha'penny? What're those?

KEARNS: What're those? Weren't you in England? Didn't you see English money?

ROCHESTER: I was with Mr. Benny. I didn't see any kind of money.

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Sales of radio receiving tubes set an all-time record in August with a total of 36,269,435 tubes sold, the Radio-Television Manufacturers' Association reported last Friday. The previous peak of 33,663,494 was reached in March of this year.

August sales brought the total tube sales for the first eight months of this year to 227,773,373 as compared with 198,753,295 in the entire year 1949.

A breakdown of the receiving tube sales in August showed 28,202,620 tubes sold for new sets and 7,017,115 for replacements. Tubes exported and sold to government agencies amounted to 906,450 and 143,250 respectively.

Avco Manufacturing Corp. is turning out the largest volume of peacetime production in its history and sales and earnings have reached an all-time high, the company reported in New York Monday, Oct. 2.

Consolidated net income for the nine months ended August 31, was \$7,712,538, equal to \$1.08 a share, Emanuel reported, compared with net of \$2,711,540, on 35 cents a share, in the like period of 1949.

Net sales in the latest nine months totaled \$160,330,491, against \$97,908,767 a year earlier.

A six-page illustrated folder providing information on RCA's latest field television equipment, including an improved Friction Head, a new Tripod, new Field Desk, and a Rotatable Mount and Remote Control for Microwave Parabola, is now available to broadcasters, it was announced by the RCA Engineering Products Department.

Profusely illustrated, the new brochure fully describes the new field television units, first announced and displayed at the 1950 NAB Convention, which are now commercially available.

Directors of the Philco Corporation last week called a special meeting of stockholders for Nov. 28 to increase the authorized common shares from 2,500,000 to 5,000,000 shares and to split the common stock by issuing one additional share for each share now outstanding.

William Balderston, President, said that currently there are outstanding 1,709,980 common shares, including 31,202 held in the treasury. Action to split the stock "reflects the growth of our business from sales of \$52,311,000 in 1940 when Philco became a publicly owned company to an estimated total of over \$300,000,000 in 1950", Mr. Balderston declared.

The Jos. M. Zamojski Co., Philco distributors in Washington, D.C. has for the duration of the World Series located large television sets in the Mayflower, Statler, Washington and other hotels in the Capital.

Advertising of radio and television sets, which is being increased sharply in the last half of 1950, will be increased still further in 1951, according to L. E. Pettit, Chairman of the Advertising Committee of the Radio-Television Manufacturers' Association.

An informal poll of committee members attending a recent meeting in New York indicated an increase in advertising expenditures for the last six months of this year, with additional increase being tentatively planned for 1951, Mr. Pettit said.

Of the set manufacturers reporting, all but one will increase its advertising in the second half of 1950 over the first half. These increases range from 20% to 200%, and the average increase is 104%.

Olympic Radio and Television, Inc. has increased list prices of four television receivers \$10 to \$20, Percy L. Schoenen, Executive Vice President said in New York. Despite increased costs, prices on the remaining seven models in the company's line are unchanged, he says. Mr. Schoenen also reports that the company has substituted a 17-inch rectangular tube for a 16-inch tube in three units.

"Bootleg" recordings of broadcast music have forced the nation's music publishers to launch a campaign to protect copyrights, Arthur A. Hauser, President of the Music Publishers' Association of the United States, said in New York last week after a meeting of Association directors.

Those who offer "air check" transcriptions of broadcasts for sale are targets of the drive, Hauser said, but amateurs who make home-made wire or disk recordings of favorite radio programs are also vulnerable.

"It's against the law to make such recordings without fulfilling the legal responsibilities to the copyright owners", Hauser explained, "even if the transcriptions are merely for home use -- and it's all the worse if they are offered for sale."

Hauser said that the Association has discussed the problem but has taken no official action, because each music-publishing firm individually will take the main responsibility for protecting its own copyrights.

An estimated 67 million people either heard or saw the Joe Louis-Ezzard Charles heavyweight championship fight over the Columbia Broadcasting System's radio and television networks, according to a survey conducted in 19 cities during the contest by Trendex. The survey also revealed that 31% of the total U.S. families heard the fight on radio, while 14% of the total U.S. families saw Charles defeat Louis on CBS Television.

The CBS-TV coverage of the bout, said to have been seen by 73% of all television set owners, represents the largest TV audience to date for any sports event on television.

Municipal authorities said Oct. 1 (Delayed) no trace of Seoul City Sue, the North Korean woman radio announcer, has been found in Seoul.

Her Tokyo Rose-type broadcasts to American troops were stopped before Seoul was liberated last week. No identification of the woman has been made.

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