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October 11, 1950

MORE COY HUMOR AS TV INDUSTRY AWAITS FCC COLOR EDICT #2

With the next move on the part of the Federal Communications Commission expected at any moment as to whether or not the FCC will crack the whip and try to make a balking group of manufacturers jump through the hoop and conform to CBS standards which the Commission favors with respect to colored television, there has been time to consider some phases of FCC Report #1. One of these is the personal opinion of the report by Wayne Coy, Chairman of the FCC which up to now has apparently been overlooked in the excitement.

It should be explained that Mr. Coy is a Hoosier which, of course, makes him a humorist by birth. And, furthermore, his name clinches it. Also being from Indiana entitles him to authoritatively discuss best sellers, which he proceeded to do recently in revealing to the Chicago Television Council his innermost thoughts with regard to the preliminary TV color report.

"The first day of September was made notable by the publication of a new kind of best seller. It has created a considerable stir in the television world if not the literary world", Chairman Coy confided.

"It is not as long as 'Gone With the Wind' or 'Anthony Adverse' or even the Kinsey Report but the authors are proud of their efforts to build their volume up toward the heavyweight class. They managed to produce 60 pages of prose before they quit from sheer exhaustion.

"I refer, of course, to the report on color television issued by the Federal Communications Commission.

"Up to now, 10,000 copies of this have been issued by the Commission itself, by trade organizations and other groups.

"Whether the demand will continue I do not know. Public taste is hard to predict and I would not want to venture an opinion at this time as to how many millions of the general reading public will become so excited over the reviews that they will swarm to the bookstands to purchase this absorbing romance of compatibility, incompatibility, vertical interlace, synchronizing pulses, threshold flicker, decay phosphors, dichroic mirrors, line crawl, jitter, mixed highs, sampling frequencies, two-way filters, mis-registration and dot sequential.

"I doubt if this report will ever achieve the immortality of such a timeless classic as, say 'The Anatomy of Melancholy'.

"On the other hand I have had quite a number of people in the television industry tell me that once they picked up this narrative they just couldn't lay it down until they finished it. And some have even gone further and told me that this report gave them a lump in their throat and tugged at their heart strings.

"They said they hadn't been so touched since 'East Lynne'.

"Of course, all the comments haven't been that laudatory. We Commissioners of the FCC are all shy, sensitive, struggling literary artists and we pick up each book review with mingled feelings of anticipation and trepidation.

"A reviewer for TIME Magazine, for example, referred to our literary effort as 'an enigma wrapped in federalese and tied with red tape'. We were crushed and we had about decided to abandon our literary career when we saw what they had to say a few pages later about another young, shy, sensitive, struggling author -- Ernest Hemingway. They said that his latest effort, 'Across the River and Under the Trees', had given his admirers 'nothing to cheer about'.

"They said the famed Hemingway style was 'hardly more than a parody of itself', that the 'love scenes are rather embarrassing than beautiful' and that 'the language of love is forced and artificial'. Maybe Hemingway should have used federalese. Anyway we invite Brother Hemingway over to the Commission so we can console each other.

"And then our literary sensibilities were further wounded when The New York Times chided us for using semiclons. I thought they looked real elegant.

"Personally I am not too worried about these criticisms. Where would Gertrude Stein and James Joyce have gotten if they had used only plain, down-to-earth, everyday language?

"I leave the literary merits of this bestseller to the calm, detached judgment of history and I will turn now to an analysis of its technical aspects.

"First of all, please remember that the color problem is only one of many problems that we are considering in this lengthy television proceeding. This proceeding was started in the first place, you recall, because of reports of interference between stations in the present VHF band and because of the need for more stations than we could have in the VHF band. When we came to consider opening up the higher UHF band, we were promptly confronted with the problem of what to do about color. That was a 'now or never' problem. So we have this lengthy proceeding in which we have to decide not only color but interference, polycasting, stratovision, reservation for educational stations, etc.

"The color report is No. 1 of a series of reports that we will issue on various phases of the hearing.

"It is somewhat on the longish side but when you realize that it is based on 10,000 pages of testimony and 265 exhibits, you might call it a masterpiece of condensation -- a thumbnail sketch.

"These various phases of the hearing are of utmost importance to the welfare of the television industry. Only by achieving

a sound basis for VHF and UHF television can we insure that the American people will enjoy the best possible television service. Only by achieving these objectives can we insure that the television broadcasting and manufacturing industries can proceed to serve the people of the United States with assurance that no unnecessary technical obstacles will arise to plague them in the future."

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EDWIN PAULEY, HOFFMAN GROUP GET DON LEE NET FOR \$11,200,000

Public Administrator Ben Brown Monday (Oct. 9) in Los Angeles accepted an \$11,200,000 bid entered by a syndicate headed by oilman Edwin Pauley and radio manufacturer H. L. Hoffman for purchase of the Don Lee Radio-Television Network. Mr. Brown said the successful bid now is subject to approval by a probate court and the Federal Communications Commission.

The only other offer to purchase the network came from the First National Bank of Akron, Ohio, which reportedly was acting as trustee for the General Tire and Rubber Company employee retirement fund.

As public administrator, Mr. Brown put the West Coast properties up for sale to settle the estate of the late Thomas Lee, who committed suicide last January. Mr. Lee was the son of auto-radio magnate Don Lee, who founded the network.

Included in the Don Lee properties are radio stations in Hollywood, San Francisco, Dan Diego and Santa Barbara, a television station in Los Angeles and an FM station in Hollywood.

When the bid is considered in probate court, Mr. Brown said, the court must take into consideration any new bids submitted at the time. The new bids, however, must be at least 10 per cent greater than the syndicate offer.

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RTMA APPOINTS "TOWN MEETINGS" COMMITTEE

President Robert C. Sprague of the Radio-Television Manufacturers' Association this week named a fifteen-man "Town Meetings" Committee and reappointed Harry A. Ehle, Vice President of International Resistance Co., Chairman.

The RTMA Committee is currently conducting "Town Meetings" for television dealers and servicemen in television areas throughout the country. The program is being financed on a voluntary basis by TV set manufacturers.

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CHICAGO, DETROIT THEATRE PAID FOOTBALL TV AGAIN OFF

Once more a discouraging report has been received from Chicago and Detroit where several of the biggest theatres are experimenting with box office theatre football television.

The following report was received from Chicago:

"Last Saturday, October 7th, theatre television was again put on at the State-Lake and Tivoli Theaters in Chicago and the Michigan Theater in Detroit. The two Chicago theaters had the Wisconsin-Illinois game. Detroit had the Michigan-Dartmouth game. Both are major football games. The Chicago State-Lake has a capacity of 3,000. They had excellent ballyhoo and produced a reasonably good delayed television picture using intermediate film which delayed it forty seconds. State-Lake had an audience of approximately 1,500. Tivoli Theater, which is not downtown in Chicago, with a seating capacity of 3,400 had an audience of approximately 750. At the Tivoli direct TV projection was used.

"In Detroit the Michigan Theater showing the Michigan-Dartmouth game, with a seating capacity of 4,027 had an audience of approximately 1,500 of which 180 were young people from Ann Arbor, Michigan, to liven the cheering. These youngsters were admitted free. The day was raining in Chicago. I don't know how the weather was in Detroit."

On the Saturday before (Sept. 30), the State-Lake, one of Paramount's best known downtown Loop theatres, broadcast the game between Illinois and Ohio football teams. Also the same game was broadcast by the Tivoli. Attendance at the Tivoli was only 600 though its capacity is 3,400. Mr. Wolters estimated on that same afternoon that an audience of 35,000,000 saw the contest between Notre Dame and North Carolina as telecast free by WGN-TV, Chicago, and the Dumont network.

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MACY EARNINGS DROP ATTRIBUTED TO TV HIGH COST

The annual report of R. H. Macy & Co., Inc., and subsidiaries for the year ended on July 29, 1950, released October 10th by Jack I. Straus, President, showed that net profit was 5 per cent less than the earnings of the previous fiscal year, although net sales increased 4 per cent over sales of the previous year.

Mr. Straus said that earnings were adversely affected by the unfavorable results of General Teleradio, Inc., the corporation's radio and television subsidiary, because of the cost of television operations at this stage of its development - the profit also was held down by the high operating costs of recently expanded divisions in Atlanta, Kansas City and San Francisco in the initial stage of their expansion.

Earnings were favorably affected by a \$500,000 reduction in Federal income taxes resulting mainly from a decision on taxes of previous years. Income also was lifted by profit accruing from the sale of Station WOIC in Washington, D.C., and by reduction in pension costs.

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"SKIATRON" ASKS FCC PERMISSION TO TEST BOX OFFICE TV

A letter was received by the Federal Communications Commission Tuesday (Oct. 10) from J. R. Poppele in charge of engineering of WOR-TV asking permission to begin transmitting test signals yesterday in connection with a new system known as "Skiatron Subscriber Vision" to be carried by WOR-TV weekdays and Sunday mornings between 8 and 10 o'clock thereafter when the station is not broadcasting regular programs or test patterns on Channel 9.

The tests are being set up for observation later by the Federal Communications Commission, Mr. Poppele explained, but if anyone from the FCC happened to be passing in the meantime, he would be glad to have him drop in and look the project over. Television receivers will not intercept the deliberately scrambled video without a special plug-in "decoder" not yet available to the public. The tests will in no way interfere with regular programs of WOR-TV, according to Mr. Poppele.

Scrambling and unscrambling of the signal is performed entirely by radio, and does not involve the use of telephone lines or other electrical connections. The system is a method for providing a special television service for "paying customers", a representative of the Skiatron Electronic and Television Corporation explained.

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McCONNELL, DENNY, KEYNOTERS AT NBC CONVENTION

The three-day annual convention of the National Broadcasting Company and its affiliates, October 18-20 at the Greenbrier Hotel, White Sulphur Springs, West Virginia, will be attended by more than 400 broadcasters, NBC announced last week.

Niles Trammell, NBC Chairman of the Board, will open the business sessions, all of which will be closed to all but network and station personnel, on October 18th at 10:30 A. M. Joseph H. McConnell, NBC President, will deliver the keynote address, to be followed by a report of Clair McCollough, President and General Manager of the Steinman stations, and Chairman of the NBC Stations Planning and Advisory Committee.

Further talks to be made on the first day of the meeting - devoted to radio - will include one by Charles R. Denny, Executive Vice President, who has been heading the radio network of NBC pending the appointment of a Vice-President in charge of that department.

Sylvester L. (Pat) Weaver, Jr., NBC Vice President in charge of Television, will deliver the principal address on Tuesday, a day set aside to discuss television. Mr. Weaver will be followed by several NBC-TV executives.

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THOMAS THOUGHT RADIO TEMPORARY; PALEY APPARENTLY NOT TOO SURE

Lowell Thomas celebrated his twentieth anniversary on the air recently by exchanging reminiscences at the opening of his broadcast with the man who brought him into radio, William S. Paley, Chairman of the Board of Directors of the Columbia Broadcasting System.

Mr. Paley presented Mr. Thomas on the latter's own regular CBS 6:45-7:00 P.M. EST, news broadcast, the oldest news program on the air in terms of consecutive years in the same time period. The CBS Board Chairman, just before the broadcast, presented Mr. Thomas with a china 20th anniversary symbol, a rare Chinese fruit bowl of the 1760 period, decorated with English trading post scenes.

Mr. Paley said, "Twenty years ago at this same hour, Lowell Thomas gave his first news broadcast."

Mr. Thomas responded, "On this my twentieth anniversary, I can't help but recall that you were the one that got me into it. You started me off. It was you who actually introduced me to radio."

"I hadn't any idea what I was getting into", Mr. Thomas continued. "You simply asked me to give an impromptu chat that day, talk about strange countries, odd adventures, and not to question the reason for your request. The curious thing is that it wasn't until later that I learned that I had been auditioned, that I was actually speaking privately over a piped line to the Literary Digest editors and managers, for in another room, you had those editors listening at the loudspeaker without my knowing it. At that time they wanted someone to take the place of my old colleague, Floyd Gibbons. Floyd had been doing a news program for them and he was leaving, off to some distant land, and they had asked you to suggest prospects, and I was one that you had turned up."

"Well, I've never had cause to be sorry and I hope you haven't either", said Mr. Paley. "It would be hard to imagine radio without you these fateful twenty years. But I don't suppose, Lowell, that when you accepted you had any idea of going on for so long."

"Well, frankly, Bill", said Mr. Thomas, "I hadn't the foggiest notion of what was going to happen. I simply thought that radio news would be a temporary thing, a short experience. I wanted to go on traveling, wanted to go on with exploration. I never thought that I would be able to combine that with broadcasting the news. Yet, even last year, I managed to get off on a trip and I made the journey that I had wanted to make most of all, into Tibet, to the forbidden city of Lhasa. And, fortunately, I didn't have to say good-bye to radio in order to do it. Travel, exploration will always intrigue me. But radio will also. At any rate, here I am still at it 20 years later, and I hope I will be for some time to come."

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FCC JACKS UP LICENSEES ON SPONSORED AND POLITICAL BROADCASTS

It has recently come to the attention of the Federal Communications Commission that a number of station licensees have failed to comply with the mandate of Section 317 of the Communications Act of 1934 and the Commission's Rules and Regulations promulgated pursuant thereto in that station announcements of sponsored programs have been made in which the sponsor or his product have been identified by a name merely descriptive of the company doing business or the brand name of the product advertised. In order to enlist the cooperation of station licensees in correcting this situation, the instant notice has been issued.

Section 317 of the Act reads as follows:

"All matter broadcast by any radio station for which service, money, or any other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by, the station so broadcasting, from any person, shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person."

Although the statute does not specify the exact language of the required announcement, its plain intent is to prevent a fraud being perpetrated on the listening public by letting the public know the people with whom they are dealing. Therefore, reference must be made to the sponsor or his product in such manner as to indicate clearly not only that the program is paid for, but also the identity of the sponsor. This is particularly true in the case of direct radio sales messages where it is obviously important that the prospective purchaser be informed of the name of the company from which it is buying the merchandise or the manufacturer of the goods.

It is also pertinent to point out, says the FCC Public Bulletin, that Sections 3.189(b), 3.289(b), 3.689(b) and 3.789(b) of the main Section 317, applies with equal force to political broadcasts.

The attention of station licensees is called to the requirements of the Act and the Commission's Rules for the making of adequate announcements when political broadcasts are made. The announcements that must be made in this and other like situations will, of course, depend on the particular facts in each case but appropriate steps should be taken to comply with the spirit as well as the letter of the Act and the Rules in order that the listening public will be fully and fairly given the information required by the Act and the Rules.

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TV "CONVENTIONS" SEEN ON INCREASE

A radical change in the method of holding private sales conferences will result if a prediction made last week by Comdr. Mortimer W. Loewi, Director of the Du Mont Television Network Division of Allen B. Du Mont Laboratories, Inc., becomes reality. Commander Loewi forecast a considerable growth in the use of "closed-circuit" television for the purpose of conducting such conferences, according to James J. Nagle, The New York Times.

His prediction followed the successful results achieved recently by Schenley Distributors, Inc., in an eighteen-city network conference. A total of 3,200 salesmen and wholesale representatives in those areas, without leaving their localities, simultaneously heard and saw David Bunim, President of the company, discuss selling strategy for the year ahead.

Besides these 3,200 representatives, an additional 1,700 will view the proceedings by transcription in twenty-five other cities during the balance of this month.

DuMont, said Commander Loewi, already has had queries from more than forty national organizations about the system. Companies represented include those in the food, oil, automotive and other fields.

Such meetings, he pointed out, eliminate the need for large numbers of the company's sales representatives to travel to a central point. This saves time and expense for both the men and the company. In addition, this type of meeting would be invaluable in the event of any Government ban or limitation on conventions or train travel, as was experienced during World War II, he added.

"Closed-circuit television", he continued, "opens a new era for the sales manager. It puts a company's top executives in contact with sales representatives in regions hundreds of miles apart. It also permits instant transmission of top management policies and programs to key personnel in territories throughout the country. Sales meetings of thousands of company representatives can be held as secretly as a Directors' meeting in a locked Board room."

Commander Loewi said the actual dollar savings for large industrial and commercial enterprises are hard to estimate exactly, but bringing men together at one location may cost from \$5,000 to \$100,000, depending upon the scope of the meeting. The time and money lost by executives while away from their jobs, traveling back and forth to numerous conferences, cannot be calculated, he added.

Mr. Bunim, Schenley's President, said he had received many enthusiastic comments from members of the company's sales staff throughout the areas covered. A number said there was no restlessness or boredom in the audiences and expressed the hope that many such meetings would be held in the future. The Schenley closed-circuit program lasted 90 minutes. There were 1,150 "cues" or changes of scene during the program and records were set in the number of stations participating in the conference.

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NEED OF GOOD TEST EQUIPMENT FOR TV SERVICING STRESSED

TV servicemen like TV manufacturers must learn how to use test instruments properly if they are to get the best results in the least time, Ralph R. Shields, engineer for Sylvania Electric Products, Inc., said in an address at the Philadelphia Radio Servicemen's Association Convention.

"In factories producing more and more lower-priced TV sets of better quality", Mr. Shields said, "the answer is good test equipment. Good test equipment first proved its worth in engineering departments, later in production lines. The manufacturer's objective is the same as that of the TV serviceman, to satisfy the customer with the best results in the least time, every time. Good test equipment assures the TV service technician with similar results just as it does in the factory, and profitably as well."

Mr. Shields said that the use of proper test equipment combined with good techniques reduces time required for TV servicing, increases the servicemen's profit and assures customer satisfaction. But he warned that good techniques are usually acquired over a period of time in actual practice at a service bench. Cost of equipment required, according to Mr. Shields, amounts to a moderate investment for increasing the amount of better servicing completed in less time to provide a good income for the servicemen.

Touching on some of the problems facing TV servicemen, he cited the fact that the uninitiated may get the impression that TV test equipment represents a "magical group of devices, which upon being placed close to a defective TV receiver, will reach out and fix it." He said that this, of course, was not so but that the best TV set performance does require the use of reliable test equipments of good quality to demonstrate just what is happening in many complicated TV circuits.

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SEN. JOHNSON'S ROME VISIT AROUSES ITALIAN MOVIE PEOPLE

The whole of the Italian motion-picture industry and most of its "hangers on" have been mobilized to express disapproval of United States Senator Edwin C. Johnson of Colorado, Chairman of the Senate Foreign and Interstate Commerce Committee, who is described as "an enemy of Italian moving-picture production". He arrived Monday, Oct. 9, for a two-day stay from Athens with a group of thirty-five prominent Americans whom Trans World Airlines, Inc., is taking on a swing around Europe.

Senator Johnson is enemy Number One of the Italian film industry, not so much for the remarks he made in the Senate about Director Roberto Rossellini, as for his bill regulating the importation of foreign films into America, which is regarded in Rome as an underhanded attempt to exclude the whole of the Italian movie production from the American market.

The Union of Motion Picture Workers has instructed all its members to "abstain from having any personal contacts" with Senator Johnson and to "desert any and all public manifestations at which he is present".

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HIGH COURT SEEKS BETTER ACOUSTICS; ALSO HOUSE OF COMMONS

The Supreme Court of the United States has taken a tentative step towards wiring itself for sound. Likewise word has been received that excellent acoustical conditions have been achieved in the new debating chamber of the British House of Commons.

For years justices at the far ends of the long Supreme Court bench have had trouble hearing lawyers and their fellow justices. Last term a three-justice committee was set up to do something about the court's acoustics. Justice Black, the Chairman, sits close to the middle of the bench, but Justices Clark and Minton, the other members, are at the far left and right.

At the Committee's order, a New York electronics firm tried out a speaker on the lawyers' lecturn in front of the bench with loud speakers perched on either side of the courtroom. Tests will include microphones at each justice's place on the bench.

But even if a new system is worked out (and a new curved court bench also is under consideration) Congress would have to appropriate the money to pay for it. That would mean it couldn't be ready for use until about a year from now.

The new House of Commons debating chamber which has been built to replace the one destroyed by a German bomb on the night of May 10, 1941, will be opened by His Majesty the King on Thursday, October 26. In a special BBC broadcast in the three days immediately preceding the opening, the story of the new House will be told by some of the people who have been directly concerned with the rebuilding, and also by well-known Parliamentary figures.

The new debating chamber will retain the intimacy of the old chamber, whose debates have been described by Mr. Churchill as "formal conversation". In the old relatively small and sometimes over-crowded chamber social contacts made for tolerance and friendliness. The floor of the new House has exactly the same dimensions as the old, and much that is traditional in style remains. The changes are mainly in the enlarged and more comfortable seating accommodation and in the improved heating, lighting as well as acoustic facilities. It has been the architect's aim to keep "heads cool and feet warm in conditions conducive to alertness".

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FCC WARNS OLD SALTS ON SALTY RADIO TALK

The Federal Communications Commission on Monday, October 9, warned operators of small fishing boats along the North Atlantic seaboard against the use of profane language on their ship-to-shore and ship-to-ship radios.

Walter Butterworth, Chief engineer in charge of the FCC New England district, told the operators that unless they cooperated the Commission would be forced to take criminal action against violators.

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PHILADELPHIA ORDERS CIVILIAN DEFENSE EMERGENCY RADIO

Stepping up civilian defense plans, the City of Philadelphia has awarded the Radio Corporation of America a contract calling for early delivery of 150 mobile two-way radio communication units and station installations for the Philadelphia Fire Department.

The contract calls for two complete radio stations, one to be installed in City Hall, with antenna mounted atop the Penn statue, the other to be installed at 46th and Market Streets in a new building being built for radio facilities and as a radio repair shop. A two-foot antenna tower will transmit messages from the West Philadelphia site.

Each of the two transmitting and receiving headquarters stations will be provided by RCA with two 250-watt transmitters, six station receivers, two custom-built consoles, and specially constructed glass-door cabinets containing elaborate automatic switching controls, providing complete control of all transmitters and receivers from either or both stations.

In addition, 150 complete 30-watt high-frequency FM transmitter and receiver units will be installed in fire engines, pumpers, fire chiefs' cars, and other motorized equipment of the Fire Department. The equipment is the latest RCA Super Carfone Model for operation in the 150-174 megacycle band.

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A. H. OLDER, RADIO, FILM CORRESPONDENT, POLIO FATALITY

Andrew H. Older, 33 years old, a former assistant to Drew Pearson, and Washington correspondent for the Hollywood Reporter, Film Daily, Radio Daily, and Box Office Magazine, became the seventh polio fatality in Washington, D. C., when he died last Saturday (Oct. 7) in Gallinger Hospital.

Mr. Older was stricken with the bulbar type polio while at work the Wednesday before. According to Mrs. Older, her husband called home Wednesday to tell Mrs. Ray Goldstein, his mother-in-law, that although he felt ill, he would be guest speaker on a radio program at 5 P.M. Within half an hour, however, Mrs. Older said, he drove home and went to bed with a slight temperature.

"It looked just like a virus infection", Mrs. Older said.

Friday at 3:30 P.M., Dr. Irving Schulan called an ambulance to take Mr. Older to Gallinger. At midnight he developed pneumonia. The next day, however, Mr. Older appeared improved.

"At 8:30 P.M. Saturday the doctors put him in an iron lung to rest him", Mrs. Older said. "I yelled at him above the lung's motor, that he should be frightened, that he was put in the lung to rest. But at 11:30 P.M. he was dead.

A native of Hartford, Conn., Mr. Older was graduated with an A.B. degree from Trinity College there in 1937. He published a magazine in Hartford prior to coming to Washington in 1940. He was with Drew Pearson from 1944 to 1947.

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CBS-TV TO EXPAND DAYTIME NETWORK PROGRAM SCHEDULE OCT. 16

A new and expanded CBS Television Network daytime schedule, starting at 1:30 P.M., EST, on weekdays, will be inaugurated on Monday, Oct. 16, it was announced today by Hubbell Robinson, Jr., CBS Vice President in Charge of Network Programs.

In announcing the new schedule, which will add two hours daily to network programming, Mr. Robinson underscored the fact that it is aimed at exhibiting three important TV ingredients - high entertainment values, the characteristic informality of the medium, and variety.

"The programs that will make up CBS-TV's new and expanded weekday network schedule provide a wide variety of entertainment", Mr. Robinson said. "They are varied enough to keep early viewers watching program after program, and varied enough to attract a steady stream of new viewers throughout the afternoon."

Two of CBS' top personalities, Garry Moore and Robert Q. Lewis, will be spotlighted in five-a-week, full-hour comedy-variety shows when the network launches its new schedule on Oct. 16.

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JOHN WEST TAKES OVER NBC'S WESTERN DIVISION NOV. 1

John K. West begins his new duties November 1st as Vice-President in Charge of the Western Division of the National Broadcasting Company, with headquarters in Hollywood. Mr. West, who has been Vice President in Charge of Public Relations of the RCA Victor Division of the Radio Corporation of America, was elected to his new post at a meeting of the Board of Directors Friday, October 6th. He succeeds Sidney N. Strotz who recently resigned.

"We are delighted to be able to obtain the services of Mr. West", said Joseph H. McConnell, President of NBC. "Mr. West has an outstanding record of achievement in the field of public and artist relations as well as in promotion and advertising. It was Mr. West who conceived, organized and directed the recent nationwide tour of Maestro Arturo Toscanini and the NBC Symphony which achieved spectacular success and which has been acclaimed by experts as one of the greatest public relations events of recent years. His affiliation with NBC will bring his unusual abilities and experience to our West Coast operations and will add new impetus to their present widespread expansion in both sound broadcasting and television broadcasting."

Mr. West has been engaged in sales, advertising and public relations for RCA Victor since 1930.

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 ::: SCISSORS AND PASTE :::
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Chicago Great City Water Mystery Solved
 ("The Chicago Tribune")

At 10:15 P.M. Sept. 27, the water pressure in the city's 12 water pumping stations dropped sharply. The range varied from 33 to 30 pounds at the Central Park Ave. station to an 18 pound drop - from 42 to 24 pounds - at the Lakeview station.

The sudden drop aroused the interest of Public Works Commissioner Hewitt and he assigned his staff of engineers to find the cause.

Yesterday J. B. Eddy, Chief Engineer of the Water Pipe Extension Division, came up with the solution. at 10:15 on the night of Sept. 27 the Louis-Charles heavy-weight boxing match ended and thousands of persons who had been watching television broadcasts or listening to radio accounts of the fight got up to take a drink (water), start a bath, or use water for other purposes.

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Mrs. Roosevelt's Newest Broadcast Assignment
 ("Variety")

Under terms of the five-year contract signed by WNBC, NBC station in New York, for her five-times-a-week commentary show, Mrs. Eleanor Roosevelt is guaranteed \$1,500 a week, with graduated income based on number of participating sponsors. Since show will also be syndicated to the web's other o.&o. stations, she'll also share in that aspect of the sponsorship.

Another unusual deal engineered by Ted Cott, WNBC General Manager, gives the sponsors a "personal endorsement" supplementary tie-in permitting them to use Mrs. Roosevelt's picture and plug in their other advertising media.

Mrs. Roosevelt tees off in the 12:30 to 1:15 P.M. slot, Monday-through-Friday, on Oct. 11. That's her 66th birthday and for all the occasion, station plans to air celebration festivities. (That 66 on the dial (station number) provides station with some added promotion fodder).

Mrs. Roosevelt will not do the commercials on her show, which replaces the Mary Margaret McBride program, which switches over to WJZ, N.Y., taking along her 19 clients with approximate billing of \$450,000. Plugs, instead, will be handled by her "packager", son Elliott Roosevelt, who also packages his mother's Sunday afternoon TV show on NBC.

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Acheson Uses TV In His Business
 ("Drew Pearson")

Acheson is probably the first Secretary of State to use television in his official business. When he is in Washington and when Ambassador Warren Austin is waging tough forensic battle with Soviet Delegate Malik before the Security Council in New York, the Secretary sits before his television set to watch the performance.

Beside his chair, as he watches his Ambassador at Lake Success, is an open telephone line direct to Warren. And, as Warren debates with the Soviet delegate, the Secretary picks up the phone to suggest new answers to the stream of Russian abuse.

There was a time when an exchange of diplomatic notes between the United States and a foreign country required six weeks to two months. They had to be taken across the Atlantic by clipper ship. Later, the time of exchange was narrowed to a couple of days. But now, with television, it's instantaneous.

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WCFM, Washington Co-op, Gets Over
(Sidney Feldman in "The New York Times")

For almost two years WCFM, Washington's cooperative FM radio station, has been endeavoring to carry out its "mission" as a channel for democratic expression, good taste in music, and integrity in advertising.

The station was inaugurated in the Fall of 1948, the high tide of FM radio, when newcomers were welcomed as the best hope for revitalizing jaded AM radio. Feeling that "the future belongs to FM", a small and enthusiastic committee of amateurs representing twenty-one cooperative and civic groups ventured into the unknown ether.

They sought a magnified community voice for groups including citizens' associations, women's clubs, P.T.A.'s, churches, labor unions, educational organizations and social agencies. The Potomac Cooperative Federation was selected to organize the station as a consumers' cooperative under District of Columbia laws, because it had the most business experience and underwrote a substantial amount of the capital needed.

Outstanding common stock of WCFM can be held only by consumer cooperatives in the Washington area, which altogether have from 30,000 to 40,000 members sharing ownership. Revised by-laws give the initiative in WCFM affairs to preferred stockholders subject only to a veto by common stockholders. This precaution serves against "capture" of the station by any group not sympathetic with cooperative principles.

Almost 3,000 individuals responded to the prospectus which asked, "Have you ever thought of owning a radio station?" Owners of WCFM preferred stock include John Dewey, educator; Leon Henderson, former OPA administrator; Representatives Adolph Sabath of Illinois, and Richard Bolling of Missouri, and others.

Many stockholders in outlying areas originally could not listen to their own station, but that condition was remedied when WCFM became the hub of a network of stations in areas from which came much of its financial backing. In June, 1949, the station began broadcasting its commentators to stations on both coasts. These veteran observers in the nation's capital include Marquis Childs, featured columnist; Mrs. Raymond Clapper, widow of the journalist; Robert Nathan, economist and former War Production Board member; B. S. Ber-covici, columnist and lecturer and Joseph C. Harsch, chief of "The Christian Science Monitor", Washington news bureau.

Their programs, bringing a fresh, liberal viewpoint to radio, are piped by special wire to WFDR-FM, New York and brought by tape recordings to WVUN, Chattanooga, and KFMV, Los Angeles, all

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TRADE NOTES

The American Cable & Radio Corporation and subsidiaries reported last week a consolidated net profit of \$118,913 for the eight months ended August 31, 1950 as compared with a deficit of \$460,916 for the comparable period of 1949.

Results of operations during the months of July and August, 1950, showed net profits of \$226,968 and \$362,432, respectively, as compared with deficits of \$257,509 and \$131,975 during the same months in 1949.

NPA Administrator William H. Harrison last week announced the appointment of Glen Ireland as an Assistant to the Administrator. Mr. Ireland has been granted a leave of absence from his post as Vice President and General Manager of the Pacific Telephone and Telegraph Company, Northern California and Nevada Area.

A native of Iowa, Mr. Ireland was associated with the American Telephone and Telegraph Company of New York City, serving in various engineering capacities. Mr. Ireland was elected Vice President of the Pacific Telephone and Telegraph Company on January 1, 1947, in charge of revenue requirements and regulatory matters.

The Frederick W. Ziv Co. of Cincinnati, Ohio, last week sued Representative O'Konski (R), of Wisconsin for \$17,790 on the complaint that he failed to pay for transcribed radio programs purchased by his radio station. The Ziv Co. makes and sells records for use by stations.

Curtis A. Haines, formerly General Manager of the Photo-flash Division has been appointed General Manager of operations for the Radio Tube Division and the Television Picture Tube Division of Sylvania Electric Products, Inc.

Mr. Haines joined the factory engineering staff of Sylvania Electric at Salem, Mass. in 1929 and in 1941 was appointed manufacturing superintendent for the Company's Salem radio tube plant. During World War II he served as general manufacturing manager of Sylvania's proximity fuze tube operations.

Raytheon Manufacturing Company, manufacturer of electronic equipment and television sets, reported Tuesday (Oct. 10) that net sales for the quarter ended Aug. 31, 1950, increased approximately 50 per cent over the corresponding quarter a year earlier, and that as a consequence the company operated at a profit, contrasted with a loss for the August, 1949, quarter.

Net income for the August quarter amounted to \$568,885, equal to 29 cents a share on 1,736,753 common shares. This compares with a loss of \$546,774 for the similar quarter of the previous fiscal year.

Sales totaled \$17,834,124 for the latest quarter, compared with \$9,003,700 a year earlier.

The reports stated that the company had leased a plant with 15,000 square feet of space at Quincy, Mass., for the production of electronic tubes.

Cecil & Presbrey, Inc., advertising agency, in a reorganization of its television staff, has named J. Frank Gilday Director of Television. He will be assisted by Leo M. Langlois, formerly with Campbell-Ewald Co., Inc., who will serve as executive producer. William Patterson, former Columbia Broadcasting System Director, becomes production supervisor, and Joseph Lamneck will be in charge of commercial production.

Carl E. Scholz has been appointed Vice President and Chief Engineer of All America Cables and Radio, Inc., and The Commercial Cable Company.

A graduate of Stanford University, Mr. Scholz has been associated with the I.T. & T. system and its affiliated companies since May, 1917. Mr. Scholz has been a Vice President and Director of Mackay Radio and Telegraph Company since 1945 and 1948, respectively, and in February of this year was appointed Vice President and Chief Engineer, in charge of Mackay's engineering and plant department.

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(Continued from Page 14 - WCFM, Washington Co-op. Gets Over)

three stations operated by the International Ladies' Garment Workers' Union. In the Midwest these tape-recorded programs are transmitted by WDET, Detroit, and WCUO, Cleveland, both FM and operated by the United Auto Workers, and sometimes by WRFD, Worthington, Ohio, backed by Ohio Farm Bureau cooperatives. Included in the network are two privately owned commercial stations, WINX-AM, Washington, and WHAT-AM and FM, Philadelphia.

In covering the national scene, WCFM has carried two exclusive off-the-cuff talks by President Truman, as well as his talk and that by Secretary of State Acheson at the American Newspaper Guild convention in Washington last June. It also has broadcast talks by many Senators and Congressmen, labor leaders, foreign diplomats, United Nations officials and other national and international leaders.

Musically, WCFM has presented such diverse attractions as Sunday concerts from the National Gallery of Art, an informative and sophisticated, jazz show called "Hot House", and the classical "Music of the Nations" series, which was awarded second prize nationally by the Ohio State University Institute for Education by Radio. The station rules out both hillbilly music and singing commercials.

WCFM was among the 111 independent FM radio stations out of 114 which reported losses in 1949 to the Federal Communications Commission. Inflationary prices and incomplete capitalization largely are responsible for much of the station's financial condition. However, WCFM expected to lose money during its first two years on the air. Last November it was \$75,000 in the red, yet management is optimistic. Station income is growing steadily from advertisers, special transcription services and syndication of commentators' talks.

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