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No. 1944

October 25, 1950

FCC GAVE SEN. JOHNSON-CONDON COLOR TV REPORT BIG BRUSHEROO

It was confirmed this week that not only did the Federal Communications Commission give Senator Johnson (D), of Colorado, such a beautiful run around in ignoring the Condon report, so dear to his heart, that in the opinion of at least one well-informed individual, even the Senator himself believed the report had been considered and followed. Senator Johnson, Chairman of the Senate Interstate and Foreign Commerce Committee, had caused the organization of a committee of experts, headed by Dr. E. U. Condon, Director of the National Bureau of Standards, to make an impartial study of the status of color television. Later, no less a person than the Editor of the New York Times charged that the FCC had flatly ignored the Condon report when it was presented.

These sensational accusations were brought out against the Commission in connection with a letter written to the Times by Frank Stanton, President of the Columbia Broadcasting System, referring to a Times editorial.

"The confusion and misunderstanding about the Federal Communications Commission decision concerning color television has engulfed even The New York Times editorial page", Mr. Stanton began. "The editorial of Oct. 18 is appropriately entitled 'Television Chaos' but the chaos inheres not in the Commission decision but in your interpretation thereof."

The Stanton letter was lengthy and we asked a leading television manufacturer to read and digest it for us.

"Mr. Stanton", the manufacturer stated "when referring to the Condon Committee states, 'The areas of agreement between the Commission findings and the report of the Condon Committee are far greater than the areas of disagreement.'"

"Senator Johnson in his letter released to the press October 19th states 'That Committee of scientists examined every proposed system of color television, conferred with electronic experts, analyzed the nine months of testimony before the Federal Communications Commission, and personally witnessed field and laboratory demonstrations of various systems, and in July of 1950 submitted its report. That report said unequivocally and with finality that commercial operation of color television is here now.'"

"You see from the above even Senator believed that the report of the Condon Committee which was formed at Senator Johnson's request was considered and heeded. Now comes the statement of the Editor of The New York Times. 'That the FCC ignored the Condon report was brought out on September 10th at The Institute of Radio Engineers' Convention in Los Angeles. A question from the floor addressed to a member of the FCC brought the reply: 'The Senator Johnson-Condon report was not entered as hearing material and therefore was not given consideration in the FCC decision.' The Condon

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report was issued on July 10th, time enough for its consideration.

"Mr. Stanton's statement that the areas of agreement between the Condon Committee and the FCC are far greater than the areas of disagreement is not borne out by the Condon report. On page 40 appears a table in which the system that Mr. Stanton advocated scores only eight points. Of two other systems one scored eleven points and the other six. It looks as if there were more areas of disagreement than of agreement."

"That above should be brought out in print as it injects a new angle namely that even Senator Johnson believed that the Condon report was considered and followed which, of course, is not fact."

The verbatim reply of the Times editor follows:

"Mr. Stanton overlooked the fact that we expressly conceded the right of the Commission to set standards, but questioned its right to set up systems of transmission.

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"Mr. Stanton's statement that the 'areas of agreement' between the Condon Committee and the FCC 'are far greater than the areas of disagreement' is not borne out by the Condon report. On Page 40 appears a table in which the system that Mr. Stanton advocated scores only eight points. Of two other systems one scored eleven points and the other six. It looks as if there were more areas of disagreement than of agreement.

"Mr. Stanton says that 'each manufacturer remains free to make precisely the kind of television set that he chooses.' The manufacturer who does not produce a set that will conform with Mr. Stanton's system courts bankruptcy within five years or so.

"How does Mr. Stanton know that the odds are against the development of a 'compatible' color system? The Condon committee arrived at different conclusions on Pages 37 and 38 of its report.

"Mr. Stanton thinks that in the public interest the FCC had to arrive at a prompt decision. The Commission has been considering television for ten years. The Condon Committee was appointed because the vacillation and dilatoriness of the FCC forced the Senate to seek the best technical advice that competent technologists could give."

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SPRAGUE, RTMA; STANTON, CBS, CONTINUE COLOR TV SNIPING

Assurance was given to the television public last Sunday night (Oct. 22) by Robert C. Sprague, President of the Radio-Television Manufacturers' Association, that "black-and-white television sets are a better investment today than ever before" because of the better programs on the air, and that new sets can be bought "with confidence that they will continue to receive these programs for many years to come."

Mr. Sprague, who is also President of the Sprague Electric Company of North Adams, Mass., spoke over the same facilities Mr. Stanton had used the Sunday before, namely the Columbia Broadcasting System in reply to CBS President Frank Stanton who criticized television manufacturers and praised the color wheel system of television recently authorized by the Federal Communications Commission.

Only a limited number of color programs are scheduled for broadcasting, Mr. Sprague said, and "most of these broadcasts apparently will be in fringe hours when the average person is at work or asleep, and will not include the popular evening programs".

"It is a fair assumption, therefore", he continued, "that only a very small percentage of present TV set owners will buy adapters and color converters, even when they are freely available."

The best programs will always be available in black-and-white, he maintained, since few advertisers will abandon the mass audience available in black-and-white for the smaller number of persons who will be willing to pay extra for color.

The recently authorized color system, he said, is subject to definite limitations at present because of the restricted size of the pictures and the necessary use of a whirling color disc. A permanent disadvantage, he said, was its incompatibility, which prevents color broadcasts from being received on existing television sets, even in black-and-white, without costly and inconvenient changes to the set.

"Long before the present color system can win any real measure of public approval or establish a substantial audience", he predicted, "the combined talent of America's electronic engineers will have developed an all-electronic and compatible color system which will probably replace the present incompatible system."

Mr. Stanton commenting via press release the same evening after Mr. Sprague's talk, said:

"Mr. Sprague's statement is further proof of the bad faith of the Radio-Television Manufacturers' Association in violating its sworn commitment before the Federal Communications Commission.

"On May 5, 1950, the then President of the RTMA, testifying under oath before the Commission, explicitly committed the RTMA to

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'accept' any color decision of the Commission. He testified that '...the Association would certainly go along with any decision of the Commission, obviously.' Now, however, RTMA has created a million dollar slush fund to attack the Commission decision and Mr. Sprague's broadcast is part of that attack.

"The burden of this attack against the FCC decision is that a compatible system can be developed in the near future. This argument has been refuted by repeated failures to fulfill similar promises in the past.

"In 1947, the RTMA, in opposing the CBS color system, promised the FCC that within 18 months the RCA 'simultaneous' color system, which was claimed to be compatible, would be ready for adoption. That system died in the laboratory because of fundamental defects.

"In August 1949, RCA and Color Television, Inc. each announced compatible systems. RCA told the FCC that in its system all its objectives had been achieved. But the RCA color pictures when demonstrated were unsatisfactory. Later, during the FCC hearings, RCA claimed it had cured its troubles. But the pictures were still bad. CTI also went through the same process, changing its system several times and each time claiming success, but its pictures also remained unsatisfactory.

"The inherent difficulty, if not impossibility, of combining compatibility and satisfactory color pictures was summarized by the FCC in its color report as follows: '...the Commission is of the opinion, based upon a study of the history of color development over the past ten years, that from a technical point of view compatibility, as represented by all color television systems which have been demonstrated to date, is too high a price to put on color. In order to make these systems compatible, the alternatives have been either an unsatisfactory system from the standpoint of picture quality, or a complex system, or both. A complex color system will have such formidable obstacles in its path that there is no assurance it would be acceptable to the American public.'

"The danger to the public of delaying the adoption of color standards each time someone promises another compatible system was emphasized by the Commission in these words: "...the Commission cannot overlook the obvious fact that one of the easiest methods of defeating an incompatible system is to keep on devising new compatible systems in the hope that each new one will mean a lengthy hearing so that eventually the mere passage of time overpowers the incompatible system by the sheer weight of receivers in the hands of the public.'

"We question whether the RTMA really wants compatibility. We suggest that what it really wants is to hold back color, and that it is preserving the issue of compatibility only to achieve that delay.

"For if the members of RTMA really want compatibility, they have had, and now have, it in their power to give compatibility to the public under the CBS system. Eight months ago they were invited by the Chairman of the FCC to give it to the public. They refused to do so, and they continue to refuse to do so.

"To provide compatibility under the CBS system is easy, quick and inexpensive. The former President of RTMA -- Mr. Sprague's predecessor -- admitted this under oath a year ago. He testified that built-in compatibility for the CBS system is 'a very minor change'. He swore that 'the added time to include those parts in the set during production...would be a matter of minutes'; and that all of the sets on the floor of the Crosley plants -- of which Mr. Sprague's predecessor was Executive Vice President -- 'could have been changed in a day or two'. RCA stated under oath that this built-in compatibility would add only seven to ten dollars to the retail price of its receivers.

"Taking these easy, quick and inexpensive steps to provide compatibility from now on would go far to solve most of the problems which the manufacturers are emphasizing so heavily. If the manufacturers had not rejected FCC Chairman Coy's suggestion last February, owners of the millions of black and white sets sold since then would have no compatibility problem today. If manufacturers do not continue to turn their backs on providing built-in compatibility, the tens of millions more of new sets to be built hereafter would be able to receive color programs at least in black and white.

"In these circumstances, the RTMA's sincerity about compatibility is open to question. They themselves are intensifying the compatibility problem -- and they are at the same time crying to the public that color is a long way off because so few sets will receive CBS color.

"It is not too late for the manufacturers to turn away from their destructive course which is confusing the public and hurting all segments of the industry -- dealers, station owners, and the manufacturers themselves. We appeal to the statesmen in the RTMA to return to RTMA's original commitment that it would accept the Commission's color decision. Only by keeping its word can the present difficulties be minimized, can the industry go forward in harmony, and can the public best be served by this great advance in television."

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TONEY NAMED RCA VICTOR PUBLIC RELATIONS DIRECTOR

James M. Toney, Advertising Manager of the RCA Victor Home Instruments Department, has been appointed Director of Public Relations of the RCA Victor Division, Radio Corporation of America. Thomas J. Bernard will continue as Assistant Director of Public Relations.

Mr. Toney will succeed John K. West, who leaves the RCA Victor Division to join the National Broadcasting Company as Western Division Vice President.

Mr. Toney joined RCA Victor in Chicago in 1943. He was born in Indiana and attended the University of Illinois.

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WGN-TV ENTERING FIGHT LABELS FCC EDICT - "POLITICAL TV"

Thus far confined to the Federal Communications Commission and the set manufacturers, WGN-TV, Chicago, last week was among the first of the country's large television stations to enter the fight.

The Chicago Tribune, which operates WGN, said editorially:

"The Federal Communications Commission has given the Columbia Broadcasting System a license to broadcast commercial television programs in color, and as a result the air is full of technical and economic arguments and threats of lawsuits.

"There are several sponsors of color television systems, but only two approaches to the problem. One system, Columbia's, is partly mechanical. It uses a whirling disk to put color on the screen. The other approach, in which Radio Corporation of America (which owns the NBC chain) has made the most progress, is wholly electronic.

"The Columbia system is the farther advanced in laboratory development at present, though it has had little field testing. Many of its demonstrations have been on closed wire circuits - not broadcasting. RCA is believed to have made great progress in recent months. Its remaining problems are of the sort that good electronic scientists should be able to solve, engineers tell us. Another electronic color system is being developed by Color Television, Inc., a California concern.

"The great difference, to the present set owner, is that RCA color television, if and when it is perfected, can be received in black and white on existing sets, though not in color. Columbia color television requires adapters, of which one has been designed to bring in the programs in black and white, and an additional one to bring in color.

"Within recent weeks Wayne Coy, Chairman of the FCC, came out to a convention of television manufacturers in Chicago and told them that if they would agree to begin installing in their new sets, almost immediately, a 'bracket standard', color television would be kept on an experimental basis for a while longer. If they refused, Columbia was to be given an immediate commercial license, he threatened.

"A 'bracket standard' is not, as we innocently inquired of an engineer, some bit of hardware inside a television cabinet, designed to provide space for a color adapter. It is a virtually complete second receiver for color. This is somewhat as if the government required automobile manufacturers to equip all cars with carburetors and motors capable of burning fuel oil as well as gasoline.

"The manufacturers, after Coy refused a 60 day delay which they asked for the purpose of figuring costs, turned his proposal down. They felt they would be buying a pig in a poke.

"The intervention of the FCC in the color television field, at its present stage of development, makes no more sense than govern-

ment intervention in the photograph turntable fight would have done. The public eventually will have to decide the television dispute, also, by its patronage, and the rival systems could well have been left to fight it out for this public acceptance.

"The members of the Commission who had an engineering background voted against the order. The case smells of a New Deal fix. Unless Columbia can find an audience for its programs, however, it seems unlikely to stick."

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BRITISH SEE NO TV IN COLOR BEFORE '60; TEST TWO SYSTEMS

Britons do not expect to have color television before 1960. The British Broadcasting Corporation, the government's radio monopoly which has been conducting experiments in colorvision, believes development of color TV before 1960 would "interfere with the perfection of black and white production".

Experiments in colorvision have been carried out for three years at a research station at Kingswood Warren, Surrey, at a cost of \$560,000 a year, according to a London dispatch. Two methods of development similar to those used by American manufacturers have been favored by BBC experts,

These are the disk filter method, which transmits a sequence of pictures in red, green, and blue to give the appearance of a continuous color picture, and the cathode ray tube system, which operates on a principle similar to black and white transmission.

Both systems were demonstrated publicly by the BBC recently in an effort to determine which would be most suitable for further experiments. Two London hospitals which used the disk system for instructional purposes in surgery were reported enthusiastic.

"This method shows the tissues and organs more plainly than a black and white tone", said a spokesman of one hospital. The demonstrations resulted in thousands of television licensees asking if their sets will be obsolete when color vision comes to stay.

The BBC says present sets would need only an adapter to receive colorvision and, like American experts, assert that because of its high cost, "colorvision may never completely replace black and white".

"It will take about 10 years before a British color system is ready", says the BBC. Even then, BBC experts believe the necessary adapter will add 33-1/3 per cent onto the basic price of a television set.

"Britain has made considerable progress with the disk system, according to Dr. Peter Goldmark, television head of the Columbia Broadcasting System. "It is certainly as good as, and in some respects better than, the American version", he said recently.

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NBC'S RADIO, TV PLANS TOLD AT LARGE STATIONS CONVENTION

The National Broadcasting Company's plans for further increasing the already high popularity of radio with the public and advertisers while advancing television toward still further success were unfolded last week at the network's fourth annual convention of its affiliated stations at White Sulphur Springs, West Virginia.

The network's blueprint calls for building on radio's strong points, Joseph H. McConnell, President of the National Broadcasting Company, told the record attendance of more than 300 station managers, owners and executives.

Outlining NBC's commanding lead in television on the basis of talent, program popularity, facilities and sales, Mr. McConnell predicted that the medium would rapidly overcome the complications of its early growth and eventually become more profitable than radio.

The traditional ingenuity of American broadcasters in exploiting radio's unique qualities of economical coverage insure it a healthy future in competition with all other media, the broadcasters were told by Niles Trammell, Chairman of the Board of NBC.

Mr. Trammell assured the broadcasters that the 1950-1951 market will offer all advertising media, and radio in particular, their greatest opportunities in recent years. By next Spring, he reported, 3,000,000 more people will be added to civilian payrolls and consumer income, after increased taxes and larger savings, will exceed that of 1949 by \$6,000,000,000. A recent A.N.A. survey, he added, shows that many advertisers intend to increase their 1950 expenditures in 1951. Radio's more aggressive showmanship, its economically priced programs of high appeal, its stepped-up promotion, its greater research and its ability to offer the advertiser flexibility in program selection and in program combination will bring radio broadcasters a greater share of this future business, Mr. Trammell predicted.

Charles R. Denny, NBC's Executive Vice-President, charged that the current Nielsen audience ratings and the recent report of the Association of National Advertisers both underestimated radio's full listening audience. He revealed four new and revolutionary radio sales methods devised by NBC by which advertisers at minimum cost can obtain high rotational circulation in various combinations of radio and television periods and through tape recordings of television program highlights.

Discussing radio, Mr. McConnell revealed that NBC in the past year had invested \$9,000,000 in radio talent and show properties to insure its program leadership and for high-spotting its program lineup with entertainment programs surrounded with highly salable programs of lower cost and strong popularity.

When present construction plans are completed, NBC's plant investment in television will be between \$35,000,000 and \$40,000,000, Mr. McConnell disclosed.

The promotion of William F. Brooks to the new post of Vice-President in Charge of Public Relations was announced.

At the same time Mr. McConnell announced the creation of another new post, that of Vice-President in Charge of Station Relations, and stated that he would recommend the election of Carleton D. Smith to that position at the November meeting of the Board of Directors. Both posts have been newly created as part of NBC's continuing expansion of its operations. Mr. Brooks has been Vice-President in Charge of News and Special Events, and Mr. Smith is Director of Television Operations for the network.

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ILLEGAL TV STATION DENIED BY SYLVANIA

A spokesman for Sylvania Electric Products Company, charged by the Federal Communications Commission with illegal operation of a television stations, said last Saturday (Oct. 21), "We are of the opinion we have not been doing anything illegal."

The company was identified last Friday by the Commission as operator of a television station at Emporium, Pa., that had not been registered as required by Federal law.

The company spokesman said: "In connection with the press release of the FCC, it is true that we have an automatic satellite station in the area of Emporium and which is used for company experimental work in connection with our radio television tube operations.

"We are of the opinion that we have not been doing anything illegal as claimed by the FCC. Our operations were not of the type which we believe come under control of FCC any more than if it were a wire link between satellite station and our operations in the valley. We are confident that the effect of these operations were local and did not extend beyond the confines of our immediate vicinity."

The press release given by the FCC to the press read:

"On Thursday, October 19, 1950, the Federal Communications Commission closed in on the first illegal television station located by the Commission. The television station had been broadcasting intermittently since September 1, 1950, and regularly for about the past three weeks at Emporium, Pennsylvania, and was constructed and operated by the Tube Division of Sylvania Electric Products, Inc., one of the largest television tube manufacturers in the country. The Sylvania unlicensed, illegally operated, television station was rebroadcasting the NBC network programs emanating from WNBC-TV in New York and broadcast in Johnstown, Pennsylvania, by WJAC-TV.

The transmitter located on top of Whittemore Mountain at a point about 1½ miles southwest of Emporium, Pa., was rebroadcasting on television channel 7 the broadcast received on Channel 13 from television station WJAC-TV, Johnstown, Pa. These television broadcasts were in violation of Section 301 of the Communications Act

which requires a license for all radio stations, Section 318 of the Communications Act which requires that such stations be manned by licensed operators, and Section 325(a) of the Communications Act which provides that no broadcast station shall rebroadcast the program of another broadcast station without the express authority of the originating station.

The illegal televising was accomplished by the construction of a 90 foot tower on top of Whittemore Mountain and then re-broadcast by audio and video transmitters. The station went off the air at 5:10 P.M. Thursday, October 19th after Commission personnel conferred with Robert Merkle, Office Manager of the Radio Tube Division of Sylvania Electric Products, Inc., and Eugene Overmeir, Manager of Commercial Engineering at the Sylvania-Emporium plant who constructed the illegal transmitter under orders received from his immediate superiors.

Mr. Merkle stated that the television transmitter was constructed at a cost of approximately \$7,000 in spite of the fact that Sylvania officials had been informed that such operation could not be conducted without first being licensed by the Federal Communications Commission. Mr. Merkle also stated that the television broadcasts were made because the Sylvania plant officials at Emporium decided that they needed such operations and said that they never applied for authority to so operate because they knew the Commission could not grant such authority at that time.

The maximum penalty for the operation of the illegal television station is 2 years' imprisonment or \$10,000 fine or both for each count on which conviction for such illegal operation is had.

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RCA EXTENDS TEX EXCHANGE SERVICE WASHINGTON TO NETHERLANDS

A customer-to-customer overseas radio teleprinter exchange service has been inaugurated between Washington, D. C., and the Netherlands.

Extension of TEX to Washington, Mr. H. C. Ingles, President of RCA Communications, Inc., said, provides direct two-way teleprinter connections between the various governmental agencies and business firms in the American capital and their Dutch contacts. The RCA teleprinter installations in customers' offices are connected directly to teleprinters in Holland through the Dutch TELEX network, which corresponds to the domestic teleprinter network (TWX) in this country.

Participating in the official opening of the TEX circuit between Washington and Holland were the Netherlands Ambassador to the United States, Dr. J. H. Van Roijen, and Dr. D. U. Stikker, Minister of Foreign Affairs in The Hague, who exchanged messages complimenting the new service.

Charges for TEX are made on a time basis rather than on the usual telegraph word-count basis. Rates are \$3.00 per minute with a \$9.00 minimum for each connection. Operating at a speed of approximately 60 words per min., the new service provides facilities comparable to normal conversational speeds by transoceanic telephone, and at a lower cost per minute. Regular telegraph charge 30¢ per word.

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LOUISVILLE ADDED TO TOP FLIGHT COAXIAL TV

A second coaxial circuit from Indianapolis to Louisville, which will make full-time network service available to the two television stations now operating in the latter city, was placed in service last Sunday (Oct. 21) by the Long Lines Department of the American Telephone and Telegraph Company. Originally scheduled for December 1, completion was advanced by five weeks to meet requirements for network service to the Blue Grass State.

Louisville was joined to the Bell System television network at the end of last month, the same date that 13 other southern and midwestern cities were connected. The present Bell System network serves 73 television stations in 42 cities and extends as far west as Omaha and as far south as Jacksonville.

A network program originating in New York would travel by either coaxial cable or radio relay facilities to Toledo, O., then south by coaxial cable to Dayton, O. From this city it takes to the microwaves for five instantaneous hops to Indianapolis, then underground again via coaxial on the final leg into Louisville.

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PAUL PORTER GOES HIGHER IN ECA

William C. Foster, Economic Cooperation Administrator announced this week that Paul R. Porter, Chief of the ECA Special Mission to Greece had been advanced to the post of Assistant Administrator for Program. Roger D. Lapham was appointed to succeed Mr. Porter in Greece.

Mr. Porter was appointed Chief of the Mission in Greece a little more than a year ago. He formerly had served as Chief of the United States Permanent Delegation to the United Nations Economic Commission to Europe at Geneva. His home is at Kenosha, Wis. He is 42. In his new post he succeeds Richard M. Bissell, Jr., who was recently named Deputy Administrator.

Mr. Porter was formerly Chairman of the Federal Communications Commission and before that a member of the Washington staff of the Columbia Broadcasting System. He is spoken of from time to time as the next Senator from Kentucky.

Mr. Foster emphasized that no change in the ECA program for Greece was contemplated in making the personnel changes. The ECA, he said, "is hopeful that the Greek Government will carry out a nine-point program, which was recently suggested in a letter from Mr. Porter to Prime Minister Venizelos." "In accomplishing these measures, which are designed to enable greater progress toward Greece's recovery, the Government will have the full support of Mr. Lapham", he added.

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BOX OFFICE THEATRE FOOTBALL TV STILL OFF IN CHICAGO

Last Saturday the important intersectional football game between the University of Illinois and the University of Washington was shown by television at the State and Lake and Tivoli Theatres in Chicago. State and Lake has a seating capacity of about 3,000 and had attendance of 1,450. The Tivoli which has a seating capacity of about 3,400, had an attendance of 500.

This light patronage is in line with tests made recently in Chicago when State-Lake had an audience of approximately 1,500 and the Tivoli approximately 750. These last figures were for the Wisconsin-Illinois game on October 7th.

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MARKED TV TECHNICIAN SHORTAGE SEEN FROM HEAVY SET DEMAND

An additional 10,000 television service technicians will be required to install and service the 2,000,000 television receivers which the industry will produce and sell between now and the end of the year, E. C. Cahill, President of the RCA Service Company, told 200 technicians at the Electric Institute of Boston last week.

Discussing "Problems and Opportunities in Television Service", Mr. Cahill named as the primary problem the incredible speed of television's growth, from less than 200,000 units produced in 1947 to around 6,000,000 being produced in 1950. This is complicated, he explained, by the facts that it takes years to train a technician to full competence and that Government agencies are drawing heavily on the trained electronic technicians of the country for top priority work.

To help alleviate this manpower shortage, RCA has expanded its program for training young technicians with a combination of on-the-job schooling, formal classroom training and a home study course. RCA Service Company branches all over the country are participating in the campaign and recruiting is being conducted in non-television areas as well as television regions to tap fresh sources of manpower.

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RADIOTELEGRAPH SERVICE RESTORED BETWEEN U.S. AND SEOUL

Radio contact and telegraph service has been reestablished between the United States and Seoul, capital of South Korea. H. C. Ingles, President of RCA Communications, Inc., said that the reopening of the circuit was made possible by repairing radio transmitting and receiving facilities in Seoul which had been damaged during the North Korean occupation.

Radio communication between RCA stations in this country and Seoul was officially restored at 5:45 A.M. (Pacific Standard Time) Wednesday, October 18th, according to Mr. Ingles, who reported that the facilities now provide radiotelegraph, radiophoto and voice broadcast services over this direct circuit.

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"The Public Interest" And Color-TV
 (Dr. O. H. Caldwell in "Tele-Tech")

Each FCC Commissioner upon beginning his term takes a solemn oath "to serve the public interest". It is this central idea of the "best public interest" which underlies the whole radio law and the administration of that law by the Commission.

Fantastic authorizations of standards incomplete and not yet even given first laboratory tests, were never contemplated by the framers of the radio legislation. Flippant perversions of basic scientific facts, - casual Rube Goldberg solutions on paper by lawyers with non-technical minds, solemnly written into official orders, - and slavish kowtowing to Senators and other politicians who control individual Commissioner's fates - all these amazing revelations of the past few weeks, are far removed from the "best public interest" which the Commissioners are sworn to serve and protect.

Nor is it in the public interest -

To obsolete 10,000,000 present TV sets in which the public has invested three billion dollars.

To require future TV purchasers to spend \$40 to \$130 extra for gadgets they may never use.

To degrade TV picture quality, and limit pictures to small sizes which the public has already discarded.

To force lower-quality color-TV on a public which is just getting acquainted with good black-white.

To risk plant shut-downs, unemployment and financial disaster for manufacturers, distributors and dealers.

To force upon the public an incompatible color system which cannot even be launched without driving away existing audiences.

To disrupt the entire television industry.

* * * * *

Good sportsmanship provokes admiration for the achievements of Inventor Peter Goldmark and Strategist Adrian Murphy in advancing the CBS non-compatible low-detail small-picture system to its present political status.

But from the standpoint of "the public interest" demanded by the radio law, the majority of the Commissioners have obviously failed in their sworn duty. Exceptions are the dissenting opinions of Engineer Commissioner George Sterling and Commissioner Frieda Hennock. And the actions of the FCC technical personnel in going along with this absurd and destructive ruling have created amazement throughout the radio engineering fraternity.

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Lost His Fortune But Not His Nerve

A nationally known and very generous television set manufacturer recently received the following:

I received your cordial letter of October 2nd.

I forgot to mention in my first letter that aside of the quality circulation of The Christian Science Monitor as to its paid

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subscribers, they have quite a number of other readers because nearly every library in the United States receives the Monitor: And in addition to the readers in all the libraries, there are also a vast number of readers who obtain the paper through the free distribution. It is customary for every Christian Scientist to bring to the Church either on Wednesday night or Sunday the week's accumulation. And every church has a "distribution committee" who place the papers in public places: The papers are placed in a metal rack and on the racks are printed the notice that a copy, one or more, are free.

By the way, if you want to hear whom I consider the best news commentator every Tuesday? Then tune in for the Christian Science Monitor News program, and I feel certain that you, too, will consider the editor of this paper as being the best news commentator.

There is a favor I would like to ask of you, and it is this: I can not afford to buy a television set at the price, it is being sold. I am an old age pensioner; I lost my fortune some years back, and with the loss of the money I lost my health and courage; and because of my age it was hard to obtain a permanent job: Outside of the business experience that I had from which I accumulated quite a sum of money I never learned a trade in my youth; as a youngster I tried my hand at various odd jobs until I learned a particular business and with my savings I embarked into that business and accumulated quite a sum of money; but foolishly was lured into investing in the stock market and (as one of the sheep, one of the great many of them) I lost everything by buying on margin. And in my advanced age in order to keep the wolf away from the door I resorted to applying for an old age pension. I am permitted to put aside a burial fund; This money, I am in no hurry to have it spent; And I thought you might favor me in this manner: By arranging to have a music store send me a television set - one of your make's large size of the latest make. (Some dealer either in Los Angeles or Glendale; (Glendale is a suburb of Los Angeles). I would spend the burial fund's \$200.00 towards the television set. I thought if you have a retail \$400 set you might favor me (out of the goodness of your heart) by selling "that" type of a television set for about \$200.00: And if you can do so, then I would send you a "New York Draft" in advance for the \$200.00. I am anxious to have a television set so as to avoid boredom; boredom as psychologists tell us is a sad condition for an oldster to be in. As to delivering the television set to me, you can arrange in whatever way is convenient for your factory. Either to have a dealer in my district to deliver it to me and then replace it when they have a regular shipment coming to them: or to ship it to me direct from the factory.

Hoping to hear the good word from you that you can comply with my wish, and with kindest regards and best wishes, I remain,
Sincerely,

P.S. Please excuse the rambling manner of composition of this letter; and also its appearance, as I am using a neighbor's typewriting machine that is not in good working condition, and I can not think clearly while using the "Hamt and Pick" system of typing a letter.

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::: _____ :::
::: TRADE NOTES :::
::: _____ :::

Price increases ranging from \$10 to \$35 on seven television receivers and increases of \$1 to \$2 on three table radio models were announced this week by the Westinghouse Electric Corporation. All prices are for Zone 1 and are slightly higher in the West.

All Diesel trailer trucks more than 45 feet long operating out of Frankfurt, Germany, will be required to carry a microphone on the rear trailer, with a loudspeaker in the cab, to enable the driver to hear the horns of cars trying to pass.

The United States Court of Appeals Monday (Oct. 23) upheld the Federal Communications Commission plan to hold further hearings on the comparative radio station needs of Allentown and Easton, Pa.

The court said the Commission was warranted in seeking additional evidence on which to base a decision.

The award of June, 1947, to the Allentown Broadcasting Corp. of a new station, WHOL, which was built and is now operating, is involved.

At the same time the Commission denied the competing application of the Easton Publishing Company for a new station on the same frequency at Easton. Other applications based on use of the same frequency were also denied.

Charles E. Kohlhepp of Milwaukee, Wis., has joined the National Production Authority as a consultant to assist with organization of the Program Bureau, Gen. William H. Harrison, NPA Administrator, announced last week.

Mr. Kohlhepp, a native of Baltimore, is President of the Wisconsin Public Service Corporation, with which he has been associated for the past 30 years. For some time during World War II, Mr. Kohlhepp was with the War Production Board.

Station WBSR, Pensacola, Fla., will become an affiliate of the Columbia Broadcasting System's radio network effective Sunday, November 5, bringing the total number of CBS radio affiliates to 193.

The Cincinnati Enquirer will publish a television magazine containing news, photographs, feature stories and the complete video log of the three local stations for the week. The magazine will come out every Saturday. It will be compiled by Magee Adams, radio editor, and John Caldwell, television editor.

President Carlos Prío Socarras yesterday afternoon, (Oct. 24) inaugurated the first television broadcast in Cuba. The ceremony took place at 12:30 o'clock in the presidential palace where the president entertained the Cuban press as an event in observance of "journalist day".

The Union Radio Station is the first to go on the air with television in Havana. Several other stations will begin video broadcasts within the next few months.

James T. Chatterton has been elected a Vice President of Mackay Radio and Telegraph Company in charge of the company's activities on the West Coast with headquarters in San Francisco, Ellery W. Stone, President of the American Cable & Radio Corporation, has announced.

A graduate of Loyola University (Chicago) with a degree of LL.B., and a member of the Bar of the State of Illinois, Mr. Chatterton joined Mackay Radio and Telegraph Company in 1933, and has served in Washington, D. C., New York City and San Francisco since that time.

Right in the middle of the Pentagon (Washington, D.C.) concourse like a great, over-sized phone booth, the new headquarters of the Military Amateur Radio System was formally dedicated and put into operation yesterday (Oct. 24).

Dubbed MARS, the military network will link the Nation's 78,000 "ham" operators into a central headquarters for extensive use in emergencies and at the same time follow up the Defense Department's plan to build a backlog of trained radio operators.

In the dressed-up, equipment-packed studio four booths are available to holders of valid "ham" licenses and any licensed amateur, military or civilian, may use the facilities. The new MARS studio replaces temporary stations which have been located on the Pentagon's fifth floor.

The network was started two years ago and now more than 3,000 "hams" with military affiliations are members. Besides providing emergency communications, the system gives operators constant training in military radio procedure, thus building a backlog of skilled radio men available for duty with the armed forces.

Wordiness in the Associated Press daily report was criticized in a 7,000-word report by the new Committee on Content Study of the Associated Press Managing Editors after a painstaking - and wordy - survey.

The Committee, of which Wallace Lamoe, Milwaukee (Wis.) Journal, is Chairman, found that many AP reports could and should have from 12 to 25% of their words deleted. Washington reports are too numerous and too long, some of the investigating managing editors found.

A six day statistical recapitulation showed a word-total of 352,648. Radio, television, movies were 15th on the list with 7,150. Foreign News (General) led and National Defense was 3rd with 32,914.

Attorney General Thomas E. Fairchild of Wisconsin ruled last week that "Stop the Music" and five Milwaukee radio and television quiz programs violate Wisconsin's anti-lottery law. He said the programs contained the "consideration, chance and prize" elements of lotteries, which are illegal in the State.

Joseph Tierney, Deputy District Attorney at Milwaukee, said no plans have been made to prosecute radio stations, but "the ruling speaks for itself and stations broadcasting programs that violate the law will have to stop."