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November 1, 1950

RCA TO COUNTER IN FCC-CBS COLOR TUBE SCRAP; DUMONT IRATE

The Radio Corporation of America yesterday (Oct. 31) said, in connection with the Federal Communications Commission's request that RCA turn over its tricolor television tube to the Columbia Broadcasting System for experiments with the approved CBS color plan, that it had not yet received such a request from the Commission but that it would reply to the letter immediately following its receipt.

The Columbia Broadcasting System said that it had asked RCA in letters on September 8 and 28 to make available the latter's tricolor tube for experimentation. In the first exchange of letters, CBS said RCA indicated it would supply the tube when it was successfully developed. Columbia said RCA had not answered its last request on September 28.

The Commission last month selected Columbia color for exclusive licensing and at the same time ruled out rival color methods developed by RCA and Color Television, Inc., of San Francisco.

RCA, whose color system includes the single full-color tube developed in its laboratories, has since brought suit in Chicago to upset selection of the Columbia method. The court action is largely based on the fact that Columbia color, using different broadcasting standards from current television operations, cannot be picked up on present receiving sets without additional equipment.

The CBS color method now includes a mechanical rotating color wheel. However, the Federal Communications Commission noted yesterday (Tuesday) that experts had testified the wheel could be discarded in favor of a single direct view tricolor tube when such a tube was "successfully developed".

The Commission said in a letter to RCA that it recalled RCA had said last July that it hoped to have a sufficient number of tubes by the Fall months to make them available to the industry for "study and development work".

The Commission said it wanted to have the tube tested in the CBS color system and asserted:

"The Commission feels it is appropriate to request when arrangements can be concluded between you and CBS whereby the above tests may be conducted.

"It would be helpful if the CBS engineers could be given the necessary technical information and operating instructions and could have the opportunity to view the tubes selected by you in operation in the RCA system.

"The Commission believes your cooperation in this matter will be in the public interest."

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Allen B. DuMont speaking at the Fall meeting of the Institute of Radio Engineers at Syracuse, N. Y., (Oct. 31), said the Federal Communications Commission approval of color television recently was "an arbitrary and hasty decision injurious to the public and industry".

Dr. DuMont, who heads the Allen B. DuMont Laboratories, Inc., television manufacturers, says the industry "must continue to pursue all-electronic color system research to provide a system that is compatible, has no size limitations and which provides a high-fidelity color picture."

He termed the recently approved Columbia Broadcasting System color television plan inadequate.

He declared that the FCC decision had "caused tremendous confusion, doubt and possibly large financial loss to the consuming public as well as to the industry."

Dr. DuMont also said that the Underwriters' Laboratory seal of approval would be withdrawn from any set converted in the home for color television. The Underwriters' Laboratory affiliated with fire insurance companies, tests and approves electrical equipment.

A spokesman for the laboratory explained later, however, that approval of a set was invalidated automatically whenever a serviceman made a change in the set in the home, even if the change were only a repair job.

"The Underwriters' Laboratory cannot be responsible for something about which it knows nothing", Karl S. Geiges, associate engineer for the underwriters, told a reporter.

Mr. Geiges added that the laboratory had said it would approve converters that could be attached to TV sets by means of a simple plug, installed in the original set at the factory.

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BAM DIRECTORS TO MEET

The initial meeting of the Board of Directors of Broadcast Audience Measurement, Inc., is scheduled for Monday, Nov. 20, it was announced Monday, Oct. 30. The session takes place at 270 Park Avenue, New York City, commencing at 10:00 A.M.

The Board will principally consider the most effective means of audience measurement and formulate plans toward the establishment of an organization to achieve this.

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MISS TRUMAN EASILY QUALIFIES AS BIG TIME TV STAR

On past public performances of Miss Margaret Truman when a little pat on the back by critics might have been helpful, to say the least encouraging, they seemed to lean over backwards to be critical. When last Sunday evening, in the opinion of so many, she acquitted herself so creditably in her television debut, and when there was no evidence of their dire predictions being realized, the same critics were conspicuously silent or brief.

It reminded readers of the way the President turned the tables on the political reporters in the last national election. It also suggested to political observers, whether intended or not, that Miss Truman's gala television debut might have been of tremendous help to Mr. Truman and the Democratic Administration - and not costing the party a penny. Could there be a more inviting appeal to the women voters or the young people of the country?

The head of the Music Department of one of the leading universities of Washington, D. C., when asked to express an opinion, replied without hesitation:

"Margaret Truman, in her first television appearance made a delightful impression. She has a charming, beautiful stage presence. She is graceful and responsive and completely natural.

"Her vocal numbers were Francis Hopkinson's "O'er the Hills", a song of the American Revolutionary period, and "My Johann" by Grieg.

"While the character of these songs does not give an opportunity to judge the power or resonant quality of one's voice, nevertheless she sang them with the ease and fluency and style that they demand.

"The studio audience responded enthusiastically and we anticipate the pleasure of Miss Margaret's next appearance. As television follows its path of development, she may well become one of its stars in her own right."

The program was carried on CBS from New York on Ed Sullivan's "Toast of the Town", with a studio audience of about 800, and was seen by an estimated audience of 10,000,000 including President and Mrs. Truman who watched it from Washington.

As a result of the successful television bow of the President's daughter, many new and unsolicited contracts are said to have been offered to her.

Also another telecast is reported scheduled from Boston, November 19th, with the same sponsors as last week.

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PHONEVISION TEST POSTPONED BY ZENITH

Zenith Radio Corporation has postponed the starting date of its Phonevision test from November 1 until December 1, and has asked the Federal Communications Commission for permission to continue the test through the month of February, it was announced yesterday, Oct. 31, by Commander E.F. McDonald, Jr., Zenith president.

This is the second postponement of the test, which was originally scheduled to begin on October 1st, he said, and is occasioned by the same considerations that caused the original postponement.

"Our transmitter on the Field Building has been tuned up and putting out excellent test pictures since September", he said, "and the television-phonevision receivers have been installed in the 300 homes selected for the test by the University of Chicago. We are all set and ready to go, except for one thing:

"We simply do not have enough good, first quality feature pictures to conduct the test properly through its full schedule of 90 days. We need more time to conclude negotiations now in progress with a number of major producers."

Commander McDonald said that the Zenith Phonevision test has been authorized by the FCC for the purpose of helping them to determine whether or not the public wants Phonevision, and whether or not Phonevision is in the public interest. Moreover, he pointed out, motion picture producers should have greater interest in the test than almost any other business group because of the vital effect of television upon their industry.

"Nevertheless", he stated, "most of the major producers have been reluctant to make their productions available for the test. Even though it is self-evident that our 300-family test can have no effect upon attendance at Chicago theaters, we are now talking with several of them. I hope that this will be our last postponement and that we can secure a true cross-section of their production in time to start our test on December 1st."

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TOSCANINI DENIES RUMORS HE WILL DISCONTINUE CONDUCTING FOR NBC

Denying rumors and press statements that Arturo Toscanini would conduct for a network in the United States other than the National Broadcasting Company, Walter Toscanini, son of the maestro, issued the following statement:

"My father, Arturo Toscanini, wishes me to state categorically that he will not conduct for a network other than NBC. No such invitation has been extended to him. However, if one were forthcoming, my father would definitely decline the offer.

"At present he is being treated for an injury to his leg, which resulted from a fall he had almost two years ago. His future plans depend on the speed and completeness of the recovery,"

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HIGHEST RED CROSS HONORS FOR SARNOFF AS RCA EARNS PEAK PROFITS

Felicitations are pouring in on Brig. Gen. David Sarnoff, Chairman of the Board of the Radio Corporation of America, as a result of Gen. George C. Marshall, in his capacity as President of the American Red Cross, appointing General Sarnoff National Chairman of the 1951 Red Cross Fund Campaign next March. Furthermore, the selection came on the same day it became known that the RCA had made a record net profit of \$33,384,637 for the first nine months of this year, exceeding any full year in the company's history.

Net profit of Radio Corporation in the third quarter of 1950 amounted to \$12,422,994, an increase of \$8,449,856 over the same period in 1949, it was disclosed in the consolidated statement of income of RCA and subsidiaries for the third quarter and first nine months of the year released by Brig. General David Sarnoff, Chairman of the Board. The third quarter earnings, determined after provision for all charges and taxes, were equivalent to 84 cents per share of Common stock, as compared with 23 cents in 1949.

The gross income for the third quarter of 1950 amounted to \$146,957,033, as compared with \$88,415,679 for the same quarter of 1949, or an increase of \$58,541,354.

For the nine months the gross income amounted to \$395,741,391 as compared with \$275,673,666 for the same period of 1949, or an increase of \$120,067,725. The net profit after all charges and taxes was \$33,384,637 as against \$14,095,186 for 1949, an increase of \$19,289,451. The earnings applicable to the Common stock for the nine months amounted to \$2.24 a share as compared with 85 cents for 1949.

General Marshall, who is now Secretary of Defense, noted that it would be impossible for him to perform the "double duty" of last year by functioning as both the Fund Chairman and President of the Red Cross organization.

He said he had given "careful consideration" to the appointment of the "right man" to take on the responsibilities of directing the important fund-raising campaign, and felt sure General Sarnoff was "that person".

General Sarnoff replied that it would be a "privilege" to accept the call. General Marshall's announcement of the appointment did not set forth the amount of money that would be sought in the annual Spring campaign.

A pioneer in the radio and television industry, General Sarnoff will bring a vast background of industrial and executive experience and broad experience and wide national contacts to the Fund Chairman post, General Marshall said.

General Sarnoff also is widely known for his interest in leading scientific, cultural and philanthropic organizations. During the last war he served on the staff of the Chief Signal Officer

in Washington, and as Special Consultant on Communications at Gen. Dwight D. Eisenhower's headquarters in Europe. For his war services he received the Legion of Merit and the Medal for Merit.

"The work of the Red Cross, particularly under present-day conditions, is of great importance to the nation's defense plans and, because of the high regard with which it is held by people throughout the world, is a great potential force in working toward restoration of the world peace which we all fervently seek", General Marshall told General Sarnoff.

In reply General Sarnoff said:

"I shall be glad to do my part in helping to raise the funds which will enable this great humanitarian organization to carry out the heavy responsibilities entrusted to it in these critical times."

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LAWRENCE HORLE, RADIO ENGINEER, IS DEAD

Lawrence C. F. Horle, who was prominent behind the scenes in the standardization of radio engineering and equipment, died in St. Barnabas Hospit, Newark, N.J., last Saturday (Oct. 28), after a brief illness. His age was 58.

Mr. Horle's interest in the radio field stemmed from his boyhood, when he heard a lecture on wireless given by representatives of the British Marconi Company. By the time he was 14 he was operating a small amateur station in Newark. He was one of the organizers of the New Jersey Wireless Association, said to be the first amateur radio operators group in the world.

After attending the public schools in Newark, he continued his education at the Stevens Institute of Technology in Hoboken. Upon graduation, he taught at the school for two years before entering Government service as an expert radio aid for the Navy Department, a post which he held through the first World War. During this time he was active in planning the Navy's radio research laboratory at Anacostia, Maryland, near Washington.

Later Mr. Horle served as Chief Engineer for the DeForest Radio Telephone and Telegraph Company and the Federal Telephone and Telegraph Company. He also had been Vice President of the Federal Telephone Manufacturing Corporation.

His most widely known contributions to radio were in the field of standardization of terminology and ratings. Allen B. DuMont, President of DuMont Laboratories and television network, said that he "contributed more than anyone else" to this field.

A member of the Institute of Radio Engineers for most of his life, Mr. Horle served in 1940 as the group's president. In 1948, three years after joining the Radio Manufacturers' Association (now

the Radio and Television Manufacturers' Association) as Chief Engineer and Director of the Data Bureau, he received the I.R.E. Medal of Honor for "contributions to standardization work, both in peace and war."

Since the second World War, Mr. Horle had conducted a consulting engineering practice in Newark and in New York. He had retired from this business in August.

His widow, the former Susan Stephen Geddes, survives.

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CBS AFFILIATES ADVISORY BOARD TO MEET NOV. 9, 10

The second 1950 meeting of the Columbia Affiliates Advisory Board will be held at CBS headquarters in New York on Thursday and Friday, Nov. 9 and 10, when the CAAB members, representing 186 independently-owned affiliates, meet with key CBS executives.

Frank Stanton, CBS President, will deliver the address of welcome on Thursday, Nov. 9, and will address the meeting again on Friday, Nov. 10, discussing, among other topics, CBS' standing today as against previous years.

In addition, there will be talks by Hubbell Robinson, Jr., Vice President in Charge of Network Programs; J. L. Van Volkenburg, Vice President in Charge of Network Sales; William B. Lodge, Vice President in Charge of General Engineering; Earl Gammons, Vice President in Charge of Washington office; and Louis Hausman, Vice President in Charge of Advertising and Sales Promotion.

Another feature of the two-day meeting will be a demonstration of the FCC-approved CBS color television system, with remarks by Adrian Murphy, Vice President and General Executive, and Dr. Peter C. Goldmark, Vice President in Charge of Engineering Research and Development.

The Columbia Affiliates Advisory Board was instituted in 1943 to consider mutual problems of the affiliates and the network. The country is divided into nine districts approximating the network operational plan, with the stations in each district electing one representative to serve on the Board.

CBS executives in addition to those named above, who are to attend the CAAB meetings include:

Frank Stanton, President; Joseph H. Ream, Executive Vice President; Lawrence Lowman, Vice President and General Executive; William C. Gittinger, Vice President and Assistant to the President; Herbert V. Akerberg, Vice President in Charge of Station Relations; William A. Schudt, Jr., Director of Station Relations; and E. E. Hall, Eastern Division Manager, Station Relations.

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NEW ELECTRONIC DEVICE FACILITATES COLOR MEASUREMENT

A simple new instrument, which for the first time enables quick and accurate measurement of color coming from a direct light source, was described in Cleveland last week by George C. Sziklai, physicist of RCA Laboratories, Princeton, N.J., at the annual meeting of the American Optical Society.

Called a "tristimulus photometer", the new instrument uses only five electron tubes and is no larger than a shoe-box. It simultaneously determines the relative strength of the three basic color components in a light source under study and gives an instantaneous reading. Previous methods of color specification, Mr. Sziklai said, require roughly one-half hour of measurement with a spectrometer followed by several hours of computation.

Though the spectrophotometric method gives a higher degree of accuracy, he said, the tristimulus photometer can give values of the three color components sufficiently precise for every-day engineering work and can readily distinguish between two different color samples which are close enough together in value so they would appear identical to the eye.

Designed specifically to provide a laboratory and studio check on the faithfulness of color reproduction in color television, Mr. Sziklai said that the instrument, since it can determine the values of a reflected light source as well as a direct one, might also have valuable application in the textile, paint and other industries where color matching is critical. He pointed out that a direct-reading electronic instrument had been designed by the National Bureau of Standards of the U. S. Department of Commerce, which can define the components of reflected light, but cannot handle a direct light source such as that of a television screen.

The new instrument consists essentially of an "eye" and a "brain". The "eye" is made up of a lens which focuses the light under study onto a mirror assembly designed to split the beam into three parts of equal intensity, Mr. Sziklai explained. The three beams then pass through three filters, each sensitive to a range of wavelengths corresponding to the basic color components.

The "brain" of the instrument starts with three photocells, one for each filter. The photocells convert the light energy to electrical energy which passes through circuits, each of a different design, to compensate for the mathematical dissimilarities between the three color components. Finally, a corrected value for each component is read on microammeters.

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SYLVANIA RESEARCHER ANALYZES TV REQUIREMENTS FOR BEST PICTURE

A comprehensive analysis of television receiver specifications, including several not previously considered by TV engineers, was the subject of a paper delivered to the Radio Fall meet- in Syracuse, N.Y., yesterday (Oct. 31) by W.B. Whalley of the Physics Laboratory of Sylvania Electric Products, Inc., Bayside, New York. The meeting was sponsored jointly by the Radio Television Manu- facturers' Association and the Institute of Radio Engineers.

Mr. Whalley said that the studies which he reported were made to provide specifications which would make better use of the high quality picture tubes which are presently available.

One of the TV receiver operating characteristics which he used as an example he called "stability of picture area". "While other performance characteristics of a TV set may be excellent", he explained, "the video image may change appreciably in size accord- ing to variations in line voltage caused by refrigerators and oil burners going on and off. In other circuit designs the picture may change in area according to picture brightness which may change from scene to scene. Instability of picture area is, of course, undesir- able because it means that the eye of observer is distracted from the action of the scene.

The seven most important considerations of TV set perform- ance for which circuit and component specifications were reviewed included: good picture resolution; steady synchronization; good image contrast and gamma; rigorous control of black or background level; low noise level and interference; reasonable picture bright- ness and picture area stability.

"The associated circuits", Mr. Whalley said, "cover the whole range of set operation from high voltage regulation through automatic gain control to overall amplifier amplitude and phase characteristics."

Mr. Whalley received his B.A.Sc. degree from the University of Toronto in 1932 and was a member of the University's Department of Electrical Engineering for the following four years during which he received his M.A.Sc. degree. He is a member of Sigma Xi, Ameri- can Association of University Professors, American Physical Society and the Institute of Radio Engineers.

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The FBI announced last week the arrest of Herman Floyd Kinner, 38, a Wilmington, Ohio, carpenter for the September 17, dynamiting of a Voice of America radio transmitter at Mason, Ohio. J. Edgar Hoover said Kinner was taken into custody at El Paso, Tex., and has admitted he "did the job". Hoover said Kinner is a former soldier and has been a patient in mental institutions.

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FOURTH VOICE OF DEMOCRACY CONTEST LAUNCHED

National Radio and Television Week, which opened Sunday, October 29th, launched one of the most active phases of the fourth annual Voice of Democracy contest in every High School in the United States and its territories.

At this time the students heard a series of five especially prepared "model talks" transcribed by nationally prominent figures and broadcast by the approximately 2,800 radio stations participating in the contest which is jointly sponsored by the National Association of Broadcasters, the Radio-Television Manufacturers' Association and the United States Junior Chamber of Commerce.

These transcriptions can serve as idea patterns for the contestants, and each is urged to listen to the complete series before preparing a script. The voices heard on the five 4½ minute programs were those of: Supreme Court Justice Tom C. Clark, VOD Honorary National Chairman ("Platform for Democracy"); Senator Edwin C. Johnson (D), of Colo., ("Democracy at Work"); NAB President Justin Miller ("Freedom of Expression"); U. S. Commissioner of Education Earl J. McGrath ("Education for Democracy"); and Representative Brooks Hays (D), Ark., Vice President Southern Baptist Convention, ("Freedom of Worship").

Judges for the 1950 contest finals are: Erwin D. Canham, Editor, Christian Science Monitor; Rabbi Norman Gerstenfeld, Minister, Washington, D.C. Hebrew Congregation; Frieda Hennock, Commissioner, Federal Communications Commission; H. V. Kaltenborn, National Broadcasting Co., news analyst; Corma Mowrey, President, National Education Association; Frank Pace, Jr., Secretary of the Army; W.L. Spencer, President, National Association of Secondary School Principals; and Lowell Thomas, Columbia Broadcasting System news analyst.

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MUZAK ASKED TO SEND "VOICE" SAMPLE WORK MUSIC PROGRAMS

The State Department has requested Muzak Corporation to make available sample work music programs for transmission abroad through the "Voice of America", it was announced this week by Charles C. Cowley, Executive Vice President of Muzak Corporation.

It will be pointed out that both labor and management in the United States work together to make every man's job as pleasant as possible. In the United States, millions of men and women are working to Music-by-Muzak every day. Muzak-While-You-Work is extremely popular with both labor and management because it serves to make the working atmosphere more pleasant.

The "Voice of America" will transmit these ideas to millions of workers throughout Europe as another example of the American way of life as well as an example of how both labor and management in this country strive to maintain high individual productivity.

"We have conclusively proved that people who feel better work better, and Muzak helps to do the job", said Mr. Cowley.

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TRUMAN'S ONLY POLITICAL SPEECH TO BE CARRIED BY LARGE NETWORK

President Truman's only major political speech in this year's campaign will be broadcast over one of the largest radio and television hookups in history, the Democratic National Committee said today, according to Anthony Leviero in special report to The New York Times.

Mr. Truman will make the address from St. Louis Saturday at 10 P.M., EST, in a party rally to be held in Kiel Municipal Auditorium there.

Nearly 1,200 radio stations and 76 television stations will carry the speech, according to William M. Boyle, Jr., Chairman of the Democratic National Committee, which will bear the cost, estimated at more than \$100,000.

The four major networks and some independent stations will carry Mr. Truman's voice and all television stations connected by cable will carry the broadcast from networks of the American Broadcasting Company, the Columbia Broadcasting System, the DuMont television network, and the National Broadcasting Company.

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10 PER CENT TV SET TAX STARTS TODAY

A 10 percent tax on the manufacturer's prices of television sets and freezers goes into effect today (Nov. 1) and District dealers were confused as to just how much of the tax would be passed on to the consumer.

The confusion stemmed in part from the fact that the tax is applicable only on goods sold by the Manufacturer after today.

The major questions were:

1. How much would be absorbed by the manufacturer, wholesaler and retailer?

2. Whether the resulting increase would be tacked onto current inventories or only on past-deadline shipments.

The Internal Revenue Bureau said the new law means higher prices - but not much higher - on television sets and freezers.

A similar tax has been in effect on radios for years.

Three changes in the excise tax laws also go into effect today regarding jewelry and furs sold by auctioneers; slot machine increases; and passenger and freight increases to be applied to payments made outside the country for transportation in the United States.

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VOTERS URGED TO MAKE IT HOT FOR CONGRESS IN FCC'S COLOR TV ORDER

A movement to block the FCC's adoption of "spinning wheel" color television through the intervention of members of Congress was launched Monday (Oct. 30) by Dr. Orestes H. Caldwell, former Federal Radio Commissioner, and now editorial director of two leading television engineering and trade journals, Tele-Tech and Radio & Television Retailing. He suggested that all television set owners write their Senators and Representatives, urging them to bring their influence to bear to delay the present FCC color television ruling.

Dr. Caldwell, who in 1927 blue-printed the allocation of wavelengths still used by the standard radio broadcasting industry, termed the FCC order "an outrage and an absurdity". He made public what he termed an open letter to Congressmen, in which he stated:

"Despite the fact that good color-television systems are already well developed and will soon be available -- systems which will deliver a good black-white picture to each of the nine million television sets now in use by the public -- the FCC has ruled these improved systems out. Instead this Commission has ordered into operation an archaic mechanical system which will not produce any picture whatever on the nine million sets now in use, and the many millions to be built, without an expenditure by each owner of \$30 to \$130 for an 'adapter'. This 'adapter' will bring in only a black-and-white picture when a color picture is being broadcast.

"Then to receive color-pictures, after he has made the above outlay for the adapter, will have to spend another \$75 to \$125 for a color-wheel 'converter'. But these color-wheel converters will work only on the small picture-sizes, up to 10 to 12 inches, a size now largely obsolete. In fact, 87 per cent of the picture-tubes made this month are 16 inches and larger, and manufacturers are now tooling up for 21-inch and 24-inch picture sizes in response to public demand for larger and larger pictures.

"The result of the public's demand for larger picture sizes will mean that one-half to four-fifths of all TV-set owners will never be able to get color pictures with the present authorized CBS system.

"And the few set-owners who do make the above double outlays of \$100 to \$250 for 'adapters' and 'converters' will receive only a small color picture of degraded quality, subject to 'rainbow' color fringes trailing moving white objects.

"In the public interest -- the consumer's interest -- which the Radio Law required the FCC to protect, the present absurd color-television order should be immediately rescinded, and color-TV proceedings postponed until a color system can be adopted which will bring satisfactory pictures to all the millions of TV sets now in use, without any change or additional expense whatever.

"Nearly every qualified television engineer and television authority (outside of CBS) agrees with this view. The television industry almost unitedly supports this position.

"FCC Engineer-Commissioner George Sterling and Lawyer-Commissioner Frieda Hennock dissented and voted against the ruling by their associate commissioners. And many of the Commission's own technical staff have themselves privately expressed their violent disagreement with the absurd situation set up by the non-technical majority of the Commission.

(Continued on page 16)

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 ::: SCISSORS AND PASTE :::
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How's Your Color?
 (Editor and Publisher)

Whether we end up with converters or adapters, whether it will be CBS or RCA, whether it will be Nov. 20 this year or next year, color television is on the way and we would like to add a word of emphasis to the question posed by our radio-tv columnist last week:

"What are newspapers doing to prepare themselves to handle the kind of advertising that the promoters of color video sets and programs will need and demand? Four-color shows certainly call for four-color advertising copy, when the advertisers get ready to talk about the advantages over black-and-white".

It may not work out that way, exactly, any more than movie houses showing Technicolor films use color advertising in newspapers in competition with black-and-white films.

However, it does promise an increasing awareness among advertisers of the value of color copy. (Some of those movie ads do appear in color in magazines.)

Color in newspapers is coming just as surely as color in tv. Magazine color has really come of age in the last 20 years. Newspaper roto color blossomed in the last 15 years. Newspaper r-o-p color, where great improvements have been made by a few pioneering newspapers, is next.

So, tv color will emphasize the trend to color in all advertising media and the sooner newspapers get ready for it by standardizing production techniques and color standards the easier will be the transition.

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Capehart "History" Wows Voters
 (By Stewart Alsop, "The Washington Post")

Indianapolis - There is a mystery here in Indiana. The same mystery is puzzling political soothsayers elsewhere in the Midwest, especially in Ohio and Illinois. For all the available evidence suggests that the voting here, in this off-year election, will be higher than in the presidential year 1948. This is deeply mysterious, simply because it flies flat in the face of all precedent.

No one knows who these people are who failed to vote in 1948 and who are apparently eager to vote now. But it is perfectly obvious that the candidate who gets their votes will win this election. And it is interesting that both the Republican incumbent, Senator Homer Capehart, and his Democratic rival, Assistant Attorney General Alexander Campbell, agree on one point. They clearly agree that, in this most Midwestern of Midwestern States, the foreign policy issue will decide the election.

Senator Capehart is relying on his own rather special version of postwar diplomatic history to win reelection. This reporter heard Capehart, a paunchy man with a round face which looks rather like an angry bun, expound this version before a large audience in the high school auditorium of Logansport, a farming center in northern Indiana.

The Capehart history starts with the Yalta conference. All reference to the parts played at Yalta by Winston Churchill and Joseph Stalin is omitted. Even Franklin Roosevelt is assigned a minor and rather pathetic role as the ailing and bemuddled assistant of the central figure. This is, of course, Alger Hiss, who lavishly bestows on the Soviet Union all sorts of favors.

Hiss then fades out of the picture, but "somebody" takes over his role. Occasionally this "somebody" appears to be Lee Pressman or Owen Lattimore or even a Lattimore-controlled Dean Acheson. More often he is nameless. But whoever he is, "somebody knew what he was doing, and that something was not in the best interests of the United States."

This dark history of treachery and conspiracy has already led to "26,000 casualties of American boys in Korea". It will lead in the end to the "Truman radicals getting the noose around our necks", with the draft, taxes, controls, inflation and, finally, socialism.

Capehart recited this sorry history with every evidence of conviction, and his audience of elderly, friendly people responded with genuine enthusiasm, applauding loudly whenever the Capehart stage manager signaled them to do so.

If these people, and people like them, account for the prospective unprecedented off-year vote, then Campbell is finished. Campbell evidently fears this, for he is now concentrating almost all his fire on the part played by Capehart himself in the history of postwar American foreign policy. * * * * *

In the Capehart version of postwar history, there is one bright spot amidst the surrounding gloom. This is the record of the Republican Eightieth Congress when, as Capehart quite accurately points out, "the tide of communism was stemmed in Europe and the cold war kept cold" thanks to Greek and Turkish aid, the Marshall Plan and the Atlantic Pact. What Capehart omits to mention is that he tried manfully to gut all three measures. Campbell is very busily pointing out this omission.

But Campbell suffers from one grave disadvantage.

The United States is not accustomed to defeat, diplomatic or otherwise. Yet only five years after a great victory, this country finds itself in the most dangerous situation in its history. It is no doubt natural to blame this situation on something as simple as internal treachery - which has certainly existed - rather than on such vague concepts as an upset world power balance, on such intangibles as the illusions of tired men, or on the designs of such vague and distant figures as Joseph Stalin and the members of the Politburo. Senator Capehart is confidently relying on this natural human tendency to win him reelection.

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"You mean THAT's the big surprise? (pointing to a picture of mother and newborn baby in a hospital room with father standing by). . . I thought we were getting a 30-inch television screen!!"

- From a "Grin and Bear It" cartoon by Lichty.

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TRADE NOTES

For the second consecutive month sales of radio receiving tubes in September set a new all-time record, the Radio-Television Manufacturers' Association reported this week. September tube sales totalled 37,031,373 compared with the previous record of 36,269,435 set in August.

September sales brought the total for the first nine months of this year to 264,804,746, RTMA said.

The retail prices of the Sunday edition of the New York Times will become 25 cents next Sunday outside of a 50-mile radius of New York City. The former price was 20 cents.

The 15-cent retail price of the Sunday edition within the area will remain unchanged. There will be no change in the price of the daily edition.

The appointment of M. S. Klinedinst as Manager of the Industrial Equipment Sales Section of the RCA Engineering Products Department has been announced by T. A. Smith, General Sales Manager of the Department. Mr. Klinedinst succeeds P. B. Reed, who was recently named Vice President in charge of the Government Service Division of the RCA Service Company.

Mr. Klinedinst, a veteran of 17 years in the engineering and sales activities of RCA, was formerly Manager of the Scientific and Industrial Equipment Sales Section of the RCA International Division.

Hoffman Radio Corporation - Nine months: H. L. Hoffman reported sales and earnings exceeded totals for entire year of 1949 and were best in history of company. Net income was \$1,713,477, or \$3.01 each on 569,098 common shares, against \$1,276,036, or \$2.24 a common share last year; sales of \$21,031,765 almost doubled the \$11,987,000 of a year ago. September quarter: Net income, \$783,208, or \$1.38 a common share, on sales of \$9,802,135.

The General Electric Company is continuing development of its all-electric color television system notwithstanding the Federal Communications Commission's decision authorizing commercial operation of the Columbia Broadcasting System's color system. This was announced Monday (Oct. 30) in Syracuse by Dr. W.R.G. Baker, Company Vice President and General Manager of the Electronics Department.

Major advantages of the system, Dr. Baker said, were that complicated and precision equipment would be incorporated in the transmitters, keeping home color television sets relatively simple. In addition, he asserted, the system will permit color broadcasts to be received on present sets in black and white without the addition of adapters.

Religious leaders urged the Federal Communications Commission Monday (Oct. 30) to permit churches to operate non-profit, low-powered FM radio stations.

Under consideration by the Commission is a proposal by the Southern Baptist and Texas Baptist conventions that some of the

channels in the frequency modulation spectrum be opened for such use. Spokesmen for other Protestant denominations joined in the plea at a hearing before the Commission.

It was estimated the stations would cost no more than \$2,500 each and would serve a radius of about ten miles. They would carry educational, recreational and civic as well as religious programs.

Rear Admiral Ellis M. Zacharias, retired, former Deputy Chief of Naval Intelligence, urged last week that the Voice of America propaganda broadcasts be removed from supervision of the State Department and be conducted under "an independent agency".

He told a press conference in San Francisco, Cal., that Russian methods must be fought by similar methods, and added: "The State Department has to be diplomatic, and propaganda can't be."

Dr. Vladimir K. Zworykin, Vice President and Technical Consultant of the RCA Laboratories Division, left last Saturday (Oct. 28) from New York International Airport at Idlewild, Queens, for a seven-week tour of South America to discuss the development and potentialities of television and observe the progress of electronics in South American countries.

Dr. Zworykin will attend meetings of the Inter-American Broadcasting Congress while in Sao Paulo and also inspect the first television station in South America to provide regular daily broadcasts - PRF-3-TV. He will also address technical societies in Rio de Janeiro, Sao Paulo, Buenos Aires and Santiago.

Governor Dewey and Representative Walter A. Lynch, his Democratic rival in the Governorship race, managed to share a half hour of television last week without meeting in person.

Mr. Dewey expressed disappointment that last Saturday's program over WPIX, The New York News station, had not been a question-and-answer session. The Governor said that he had favored this arrangement but that Mr. Lynch had preferred to use his fourteen minutes for a personal presentation.

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(Continuation of "Voters Urged To Make It Hot For Congress In FCC's Color TV Order")

"I urge that you bring your influence to bear to delay the present FCC color-TV ruling until the recommendations of a competent committee of radio scientists, such as the President's Communications Policy Board, the Condon Committee, or other qualified, disinterested group, can be obtained - this in the interest of your constituents and the great services which unfettered television can in the future bring them."

Dr. Caldwell expressed the view that the technical and economic considerations associated with FCC's approval of CBS color television are of such far reaching character that the system can never win acceptance by the American public.

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