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November 8, 1950

"THEY DON'T WEAR HORNS", WEBSTER, FCC, ASSURES MISSOURIANS

President Harry S. Truman wasn't the only prize exhibit the citizens of Missouri had the opportunity of seeing this week. The added starter was Commissioner E. M. Webster of the Federal Communications Commission who addressed the Kansas City Institute of Radio Engineers.

"When I received the kind invitation of your Chairman to address you today, I not only considered it an honor and pleasure to be asked but I also considered it a duty to let you get a look at a real live Commissioner, so that you can determine for yourselves whether or not he wears horns and carries a pitchfork, as so many persons would have you believe. While, unfortunately, my stay here will have to be short, I feel confident that I will go back to Washington in a position to attack Commission problems from a fresh and enlightened viewpoint as a result of having exchanged ideas with you. " " "

"I have noted that, in the past, too few Commissioners have appeared before audiences in this section of our country. I think it is unfortunate that the pressure of Commission business in Washington prevents Commissioners from getting away more often for visits to various parts of the nation to meet the people and obtain their thoughts and feelings by direct contact. Only in that way can a public official keep abreast of the rapidly changing needs of the radio art in today's uncertain world. But it is not only the public official who must be alert to the ever-increasing global problems which are facing us - you who are private citizens, pursuing your careers as private radio engineers, must assume definite public responsibilities in order to help this nation of ours in the conduct of its national and international affairs.

"As a result of the new role which this nation has assumed as a leader in world affairs, new tasks have suddenly been thrust upon our citizens in all walks of life. Labor leaders, churchmen, industrialists, educators, government officials, - all have had to reckon with the problem of new responsibilities arising from the present day world leadership of the United States. Abroad, other nations look to us for moral and material support. At home, each day finds our government calling on citizens to make additional contributions to our national efforts. The engineer, too, has been confronted with many new problems as a result of such developments. It is with regard to the engineer's responsibility in contributing to our national leadership that I should like to address you.

"Our new international responsibilities have created a need for leadership that I believe is unparalleled at any time in our entire history. Since the ultimate source of this leadership must stem from citizens like you and me, it is essential that each of us make additional efforts to achieve those qualities that always distinguish leaders from followers. How can we radio engineers make greater contributions in this connection? I believe there are three principle areas in which we can strive for improvement that will increase our utility: We must constantly broaden our outlook so that we strengthen ourselves in the many non-technical skills which today are essential

components of any leadership in the radio engineering field. Secondly, we must seek to be active leaders in those areas of national and international endeavor relating to radiocommunications in which we can make a contribution. Finally, we must attempt to maintain the highest order of ethical standards in order that our technical contributions are not undermined by the many complicated political and administrative factors that are a part of our decision-making environment today." * * *

"In regard to my second point with reference to the need for radio engineers to actively contribute to the solution of some of our outstanding policy matters in the field of radio, some of the international communications problems facing this nation well illustrate the need for additional engineering leadership. Engineers serve in numerous ways in the actual process of working out an international treaty for the world-wide regulations of various aspects of communication. Some are on the firing line where they officially represent the United States at the bargaining table and actually negotiate with other countries of the world for the results this nation hopes to obtain in the final treaty. Other engineers, both government and industry, often act as advisors to such representatives. " * * *

An important step that can be taken to improve the training of our radio engineers to meet additional responsibilities is to catalog those governmental and industrial positions that afford the engineer a chance to look at his problems from other than an operational and technical point of view and encourage an inter-change program of executives and technicians between government and industry. The success of the Economic Cooperation Administration in utilizing industrial executives for short periods of six months or a year is an outstanding example of the mutual benefits that can be derived from such programs. The Government gained badly needed skills and the individuals had a chance to gain unique insight into many national and international problems. Government technicians working here and abroad with technical assistance teams from industry have benefited in a similar manner.

A final and perhaps most important thing for you gentlemen - who have largely passed through your training period - is to improve your outlook on national policy matters relating to radiocommunications. Now, you may ask how is it possible for you, each of whom has an individual job, to participate in this nebulous concept of national leadership that I place before you. The answer is not simple, of course. I believe that one of the best approaches might be to establish what could be called a 'Committee for Engineering Development'. Such a committee would concern itself solely with problems of national policy. In the case of the radio engineer, the field of radio frequency allocation provides a fascinating area of endeavor. The Commission in its representation of industry at international conferences and in its many national policy decisions on radio allocation matters is sorely in need of additional technical information. Because the funds for our own laboratory are so limited, it is essential for us to rely upon industry to supply us with much of the needed technical information in making many of our decisions. Nevertheless, the information we require must be of such a character that it can be fairly evaluated solely in terms of the national interest.

DEWEY CONDUCTS TV ELECTION MARATHON; IN STUDIO FOR 18 HOURS

The election surely put television on the map.

In every area where video was available, candidates embraced it. Gov. Thomas E. Dewey, of New York, who has been re-elected for the third term, went them all one better by adding marathon television to the list of campaign devices.

The Governor arrived at a TV-converted riding stable in New York City at 6 o'clock on Monday morning, Nov. 6. He quit at midnight after having been adlibbing before the cameras for a total of 5½ hours - 15 or 30 minutes each hour throughout the day.

WOR-TV's big studio in midtown Manhattan had the general appearance of an oversized and crowded smoke-filled room.

Shifts of 300 women volunteers manned 25 telephone lines over which constituents and nonconstituents telephoned in their questions for Dewey to answer. At 5 P.M. more than 2,600 queries had come over the lines - about half of them concerning the Korean situation.

Early in the morning, Mrs. Dewey entered the set, looking smart in an oxford grey suit with cinnamon-colored accessories. She handed her husband a carton of coffee and a copy of a newspaper.

In response to questions, Mr. Dewey several times remarked casually that he considered himself definitely out of the running as a presidential candidate. From time to time he walked to a dummy of a voting machine and demonstrated exactly how to cast a Republican vote.

The Governor also answered man-in-the-street questions brought in by TV crews stationed at points about the city. Most questions were about war, but Mr. Dewey answered posers about taxes, social security and other matters.

"We have had", said a woman volunteer with great seriousness, "very few questions from screwballs."

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WEISS WINDS UP DON LEE TENURE

Resignation of Lewis Allen Weiss, Don Lee Board Chairman, was formally accepted last week by public administrator Ben Brown and the Board of Directors, ending Mr. Weiss' 20 years as a top network executive. Resignation was submitted last July, but actions was held up on it until the sale of the Don Lee estate was finalized in Los Angeles.

Mr. Weiss plans to take an extended vacation before mulling various radio, government and other offers.

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INDIANA GIVES SENATE LEAD TO HOMER CAPEHART

Senator Homer E. Capehart (R), of Indiana, helped by a generous victory in pivotal Indianapolis, swept to a substantial lead over Democrat Alex M. Campbell.

Senator Capehart, 53, is a juke box manufacturer and radio pioneer.

Messrs. Capehart and Campbell campaigned vigorously, concentrating on the issues of blame for the Korean war and on communism in government.

Campbell, 43, is a lawyer. He resigned as Assistant United States Attorney General in charge of the Criminal Division to run for the Senate.

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SEN. TOBEY AHEAD IN NEW HAMPSHIRE

At this writing (Wednesday A.M., Nov. 8), Sen. Charles W. Tobey, (R), peppery Senator from New Hampshire, who frequently gets after the Federal Communications Commission, was reported to have a substantial lead. With 225 precincts out of 297 reporting, Senator Tobey had 64,660 votes to 42,786 for Emmet J. Kelley, his Democratic opponent.

Earlier, it had appeared that "write in" votes for Wesley Powell, the Senator's primary opponent, might be a threat, but this fizzled out as returns mounted. Mr. Powell had 7,685 such votes.

The first indications that Mr. Tobey would overcome what had been considered a serious intra-party defection resulting from the bitter primary contest appeared with results from the small towns. Although these communities long had been Mr. Tobey's chief source of strength, he and his strategists had more or less ignored them in September in order to concentrate on the labor votes in the cities.

As soon as it was established that Mr. Tobey had gained the nomination and that Mr. Powell subsequently had been ruled off the ballot as an independent candidate, the Senator's campaign associates set about mending fences in the small towns.

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C-O-R-R-E-C-T-I-O-N

We erroneously added our two cents' worth by copying an incorrect story that Zenith was one of the radio sponsors of Mrs. Roosevelt.

Mrs. Roosevelt's hearing aid sponsor is Acoustican.

R.D.H.

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RCA REFUSES TO GIVE COLOR TV DATA TO CBS NOW

Until the Radio Corporation of America has completed its research work, it will not be able to make models of its tri-color pictures tubes for television available to others, Frank M. Folsom, President of RCA, said in a sharp letter dated November 4 to the Federal Communications Commission, in Washington, D. C.

"As soon as we can produce tri-color tubes that can form the basis for commercial design and factory production", Mr. Folsom stated, "we will, as we have previously said, make such tubes generally available."

Mr. Folsom's letter was in reply to the request of the FCC, by letter dated October 30, as to when RCA's tri-color tubes, circuits, and equipment can be made "available" to the Columbia Broadcasting System and technical information "given" to CBS.

The full text of Mr. Folsom's letter follows:

"We have your letter of October 30 in which you asked when RCA's tri-color tubes, circuits and equipment can be made 'available' to CBS and technical information 'given' to CBS. This was accompanied by an implied threat to revoke our experimental licenses unless you got from us what you 'requested'.

"We were both shocked and surprised at your request, coming only a few weeks after your color television decision. Already it is evident that your attempt to force an incompatible color television system on the American public has backfired.

"Nothing - not even our tri-color tube - can remedy the basic defect of the system you adopted, namely, its total inability to receive any picture whatsoever on the 9,000,000 sets outstanding in the hands of the public today.

"Your decision denied the public an opportunity to have the RCA all-electronic compatible system of color broadcasting. With this system existing sets would receive color transmission in black and white without any alteration whatsoever.

"On July 31 and again on October 4 we offered to show you our improvements in the RCA tri-color tubes. The first offer you ignored and the other you rejected. Now after your decision has been made you write us that you are 'pleased to note the progress' we have made.

"You have copied into your letter identical language with that which the promoter of the incompatible system used in a previous letter to us making a similar demand.

"This promoter of the system you adopted swore under oath that they had developed a color tube. Later they admitted that they had failed in their attempt to build one.

"Of course the public interest is of first concern. But what you ask us to do amounts to a request that our stockholders bear the heavy cost of color television research and transfer the benefits to a private interest. We understand, of course, how that company would be benefited by our doing what you ask. In this connection it is to be recalled that CBS has sworn that it 'expects to receive substantial revenues of many millions of dollars' as a result of your order adopting its system.

"Your request therefore cannot be regarded as in the public interest or in accordance with the well established American principles of free competition and fair play.

"If this kind of thing goes in America, the Phillies certainly missed a bet in the last world series. They should have asked the Yanks for Joe DiMaggio.

"You seek to justify your request on the ground that you have renewed for us a 90-day license to conduct experimental broadcasts. Every informed person in this industry knows that the experimental license had nothing whatsoever to do with the development of our tri-color tubes.

"Your action in adopting standards for a system of color television which uses spinning disks, instead of an all-electronic system which requires the use of color tubes, has disrupted and delayed our previously contemplated program for factory production and commercial sales of color sets and tri-color tubes.

"In spite of the handicaps imposed by the FCC upon our program of experimental research, we are continuing that work with the objective of developing for the public the best tri-color tubes that can be made. We are making steady and substantial progress in this direction.

"It is clear from our past performance that RCA, as the pioneer in radio and television, recognizes its responsibility to the public to make available the products of its laboratories and factories. For example, the image orthicon, now basic in all television cameras, was developed by RCA, and, when the product was ready, we made it available to the industry. We expect to follow the same policy with respect to tri-color tubes.

"Until we have completed our research work, we will not be able to make models of our tri-color tubes available to others. As soon as we can produce tri-color tubes that can form the basis for commercial design and factory production, we will, as we have previously said, make such tubes generally available.

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RTMA MEETS NOV. 14-16 TO DISCUSS VITAL INDUSTRY PROBLEMS

With many vital problems facing the radio-television industry, RTMA officers, directors, and committees will meet in New York City Nov. 14-16 for a three-day conclave at the Waldorf-Astoria Hotel.

More than a dozen group meetings are scheduled with a session of the RTMA Board of Directors on Thursday, Nov. 16, with President Robert C. Sprague presiding, concluding the conferences.

Among the major problems confronting the industry which will be discussed and possibly acted upon during the RTMA meetings are the following:

A public relations program to give the public and the trade the facts on color television.

Current UHF television proceedings before the FCC.

A proposed code of advertising and selling ethics for the television industry.

The proposed excess profits tax as it would apply to radio-television manufacturers.

Military procurement and its effect on the electronics industry, together with NPA regulations affecting civilian production.

The application of the Walsh-Healey minimum wage act to the radio-television industry.

In addition, a number of other important matters will be acted upon by various groups, including the RTMA Reorganization Committee and the Executive Committees of the Set, Parts and Amplifier and Sound Equipment Divisions.

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WALTER A. BUCK ELECTED TO RCA BOARD OF DIRECTORS

Election of Walter A. Buck to the Board of Directors of the Radio Corporation of America was announced last week by Brig. General David Sarnoff, Chairman of the Board of RCA. Mr. Buck, who is Vice President and General Manager of the RCA Victor Division, succeeds Edward J. Nally, who retired because of age. Mr. Nally had been a Director since the formation of the Corporation in 1919 and was RCA's first President, from 1919 to 1923.

Mr. Buck joined RCA upon his retirement on March 15, 1948, as a Rear Admiral in the U. S. Navy, in which he served with distinction for thirty years, the last two as Paymaster General and Chief of Supplies and Accounts. He was President of the Radiomarine Corporation of America, a service of RCA, until July 7, 1949, when he was elected Operating Vice President of the RCA Victor Division. His promotion to Vice President and General Manager of the Division was announced on July 7, 1950.

A native of Oskaloosa, Kansas, Mr. Buck was graduated from Kansas State College of Agriculture and Applied Science with a Bachelor of Science degree in Electrical Engineering in 1913 and received a Master of Science degree from the same college in 1916.

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BETTER PRESS FOR MISTRESS MARGARET ON TELECAST

Miss Margaret Truman is faring much better with her telecast criticisms. Variety said:

"Margaret Truman contributed a two-ply boost to 'Toast of the Town' Sunday night (29). Not only did her bow on video serve as a terrific promotional peg but Miss Truman came through with an entirely satisfactory vocal turn. While not a Galli-Curci, the President's daughter rendered one American folk tune and one Grieg song with enough polish and style on her soprano pipes to confound the skeptics. Her charm and modesty also helped importantly to make her TV debut an unqualified success.

"The show, moreover, was not set up to make Miss Truman shine by comparison. It was one of 'Toast's' better layouts with five solid turns preceding Miss Truman. Smith and Dale, in next-to-closing scored strongly with a TV reprise of their shipboard sketch, while Victor Borge, also returning again on this session, once again socked across his comedy-pianistic routine."

The New York Times commented:

"Margaret Truman, the President's daughter, made her initial television appearance last night as a guest on Ed Sullivan's 'Toast of the Town'. She sang two numbers, 'My Johan', by Grieg, and 'O'er the Hills', by Francis Hopkinson, the latter a song of the Revolutionary days which she helped rediscover.

"Looking very attractive and possessing considerable stage presence, the coloratura soprano acquitted herself very nicely. Her choice of selection was well suited to her vocal range, and her diction was consistently clear. In the incidental banter with Mr. Sullivan, Miss Truman also was most gracious and modest."

Miss Truman completely outstripped the "Bobby Clark Show" on the rival NBC network in the ratings rise, according to a special 12-city survey conducted by Trendex and reported in Variety. "Toast" snared a 48.4, as compared with the 11.8 rating of the Clark show, aired as part of NBC's "Comedy Hour". "Toast" rating represented 74.9% of all sets in use at the time.

In the metropolitan N.Y. area alone, Miss Truman's appearance helped "Toast" climb to a hefty 50.4, as compared with the 8.3 for Clark.

An idea of the kind of free advice Miss Truman is getting from some quarters may be gathered from the following by Sonia Stein in The Washington Post:

"If I was Coca Cola I'd grabe Margaret. Miss Truman's television debut last Sunday night on 'Toast of the Town' wasn't 100 percent successful, as Miss Truman herself will doubtless note when she sees the kinescope recordings of it. But the girl's singing is such a small fraction of the girl, that I wouldn't be daunted if I were Coca Cola.

"I'd sign up Margaret to compete with Faye Emerson of the Pepsi Cola payroll, either on alternate nights on CBS (7:45) or on a rival network if CBS shows proper unwillingness to cooperate in such competitive skullduggery.

"And I'd have Margaret interview people. You'd never know it, to judge from the TV show Sunday, but Margaret glows with charm, gentle humor and the socially acceptable manifestations of a good mind.

"The Truman voice is pleasing enough - even to the carping critics - when it's not essaying opera, and Margaret might sing a folk song or ballad on each show. Cf. the daily Kate Smith show on WNBW (4 p.m.) for possible format.

"I'm all for a small, informal show where Margaret can relax. A couple of peeks at the kinescope and she'd get over all that eyebrow lifting and grimacing she does when she sings; the silent picture speaks louder than the most vociferous critic under some circumstances.

"And I think Margaret's audience would be wide and loyal. Just as Faye epitomizes what most men want in a woman (and most women would like to be) Margaret epitomizes what most people want in a daughter. She's nice but not stuffy, she's clever but not sarcastic, she's gay and friendly, talented and - properly photographed - pretty enough."

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FIVE PERIODS OF "OPERATION TANDEM" SOLD IN NEW AD CONCEPT

Five evening half-hour periods of "Operation Tandem", NBC's new advertising concept, which will give the same advertisers participation in top entertainment programs five nights a week, have been sold to two sponsors, Charles R. Denny, Executive Vice President of the network, announced last week. They are the Whitehall Pharmaceutical Company and the RCA Victor Division of the Radio Corporation of America. This announcement represents one of the largest time sales in network radio history.

The first part of "Operation Tandem" will start Sunday, November 5, on the 6:30 to 7:00 P.M., EST, portion of the 90-minute "The Big Show". Other programs involved in the initial "Operation Tandem" are the first half of the NBC Symphony, Mondays (10:00-11:00 P.M., EST); the first half of "Screen Directors' Playhouse", Thursdays (10:00-11:00 P.M., EST); "Duffy's Tavern", Fridays (9:30-10:00 P.M., EST); and "The Man Called X", Saturday nights.

"In 'Operation Tandem', we are not selling a radio show in the traditional way that shows have been sold in the past", Mr. Denny pointed out. "What we are really selling is mass circulation -- and we are selling it at a very low cost. We are convinced that this is the direction radio must take to capitalize on its strength."

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A "SHOOTING IN THE 1600 BLOCK OF PENNSYLVANIA AVE."

Each day still seems to bring a new eye-witness account of the amazing shooting affray the White House press and radio correspondents found themselves in the middle of on a routine afternoon last week. A prize version is this one from the Editor & Publisher:

"The only scheduled assignment for the afternoon was Mr. Truman's visit to Arlington National Cemetery to dedicate a memorial to Field Marshal Sir John Dill. Takeoff time from the White House press room was 2:40. The newsmen, accordingly, took late lunch hours and were trickling back to their desks in the Executive Mansion, across the street from the Blair House, when the Evening Star's special telephone brought a message to Joseph Fox, Star reporter. It relayed the 2:15 P.M. shortwave report of a shooting "in the 1600 block of Pennsylvania Avenue".

"That seemed strange because the White House is the only building in that block (the Blair House is in the 1700 block); but the correspondents rushed out and found screaming sirens cutting the way through traffic and depositing police beat reporters on the scene.

"Automobiles to transport reporters, radio commentators, and photographers to Arlington already were lined up on West Executive Avenue, almost directly across Pennsylvania from the Blair House.

"A shot rang out. It was dismissed as the report of a fire-cracker left over from the preceding night's Hallowe'en celebration. But when sirens of police cruisers, ambulances, even the fire department (someone had turned in a fire alarm) became audible, the cameramen tumbled out of their cars and in seconds were taking some of the best action pictures in the history of their art. (Rumor, which the photographers refuse to discuss, has it that television paid a high price for incidental, free-lance coverage.)

"It was estimated that more than 100 reporters, radio commentators and cameramen were on the scene within five minutes. Police and fire headquarters 'beat men' recognized the '1600 block of Pennsylvania Avenue' as meaning only one thing. Shortwave radio flashes cleared city rooms of the local papers, the White House press room was emptier; and when news tickers carried the flash into the National Press Club, servings of food and other nourishment were deserted in the grand rush.

"The story broke in time to make late editions of the local newspapers. It crowded the tickers and it pushed scheduled programs off the radio.

"Emergency Hospital, within easy running distance of Blair House, soon experienced the heaviest news and picture coverage of its long history. One of the would-be assassins was pronounced dead on arrival.

"Photographers were quoted widely in 'atmosphere' coverage of the story. Charles Corte of Acme Newspictures told how he saw one officer in the middle of Pennsylvania Avenue on one knee shooting toward Blair House.

"'I took a quick picture and hopped into the shrubbery when some more shots rang out', Mr. Corte was quoted.

"Bruce Hoertel, New York Times photographer, related that 'we shot pictures as we went.' He, too, saw a guard kneeling in the street, but by the time photographers got to him he was on his face, Mr. Hoertel said. At any rate, the Times ran a picture of a corpse on its front page: Mr. Hoertel's shot of the would-be assassin's body on the President's doorstep.

"Pictures were moved on wire circuits within half an hour of the first flash on the story.

"The Anderson (S.C.) Independent got out an extra at 3:35 P.M. and sold 3,600 copies. The banner said: BLOOD FLOWS IN NATION'S CAPITAL AS EFFORT IS MADE TO KILL TRUMAN."

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HARRY G. SPARKS OUT AS SPARKS-WITHINGTON HEAD

A bitter proxy fight in the past two weeks was ended last Friday (Nov. 3) by the election of John J. Smith, an accountant, as President of the Sparks-Withington Company of Jackson, Michigan. Louis S. Peirce, Cleveland attorney, became secretary of the concern in the first general change of top management in fifteen years.

Mr. Smith, a 38-year-old certified public accountant who lost his right arm while he was a farm boy succeeds Harry G. Sparks, operating head of the \$9,000,000 radio television and auto parts concern since 1935, and Mr. Peirce replaces David L. Johnson, also a Cleveland attorney.

Winthrop Withington, Board Chairman for twenty-two years, will retire after last Friday's action and Mr. Smith also will assume his duties. Clifford M. Sparks, William J. Corbett and Charles J. Kayko, Vice Presidents, will continue in office. Harold M. Johnston was re-elected Treasurer.

Seven weeks ago Mr. Smith, who has been a stockholder in Sparks-Withington for several years, formed a protest committee comprising shareholders who, like himself, felt that officers and directors held too little stock in the organization and had too many outside interests. He joined with Mr. Peirce to combat an "inefficient and decadent" management and the combination won over majority support at the annual meeting of the shareholders in Cleveland last week. The protest committee won five directorships out of nine.

Sparks-Withington was founded by William Sparks, father of Harry. It has four plants in Jackson, Mich., home town of Mr. Smith, one in Steger, Ill., and one in London, Ont. Net earnings in the fiscal year ended on June 30, 1949, were only \$25,708 on net sales of \$16,809,353. Dividends have been poor compared with those of other concerns in the field, averaging only 10 cents a share annually over fourteen years.

Mr. Smith said the company planned to increase volume and would have operating within a year an aggressive sales promotion program. He added that a large Michigan financial institution had made available upwards of \$1,000,000 which could be drawn upon as rapidly as sales and production could be expanded.

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PHILCO'S BEST QUARTER IN HISTORY - TOTAL \$229,205,000

Sales of Philco Corporation in the third quarter of 1950 totaled \$82,193,000 as compared with \$46,776,000 in the corresponding quarter a year ago, representing an increase of 76%. Earnings in the third quarter, after Federal income taxes were accrued for that period at the higher rates required by the Revenue Act of 1950, were \$4,256,000 or \$2.47 per common share after allowing for preferred dividends. In the third quarter last year, when volume and income were held down by starting costs on the new television and radio line, earnings were \$508,000 or 24 cents per share of common stock.

For the first nine months of 1950, sales totaled \$229,205,000 and earnings were \$10,412,000 or \$6.03 per common share after preferred dividends. In the same period last year, sales were \$150,043,000, and earnings amounted to \$2,506,000 or \$1.32 per share of common stock after preferred dividends.

"Sales of all Philco products ran at high levels in the third quarter, and our total volume of business was greater than in any previous three months in the company's history", William Balderston, President, said.

"Television output has been steadily increasing, and last week our manufacturing organization established a new production record. The reputation for quality and performance that our 1951 television and radio models have already achieved is especially outstanding. These products have been on allocation all Fall, and less than a single day's inventory exists in the hands of our distributors throughout the United States.

"Looking to the future, the Government has indicated its intention of limiting the amount of certain raw materials that are used by the consumer durable goods industries, and our company is now engaged in a broad study of the possibilities of substitute materials which will make it possible to maintain our high standards of quality and yet take care of the requirements of our customers. The volume of production orders we have received from the armed forces has been further increased and will add substantially to our overall levels of activity in 1951."

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FAYE EMERSON TO WED, SHE TELLS TV VIEWERS

Actress Faye Emerson surprised her television audience last night (Nov. 7) by introducing "the man I am going to marry" - Orchestra Leader "Skitch" Henderson, according to an Associated Press report.

Miss Emerson, former wife of Elliott Roosevelt, said near the end of the show she was announcing her engagement in that fashion "because you are all my friends". Mr. Henderson, also a television performer, has been Miss Emerson's regular escort for some time.

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 ::: SCISSORS AND PASTE :::
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Sweet William Alerts Video To New Problems
 (Larry Wolters in "The Chicago Tribune")

ANIMAL INDISCRETIONS: As most Kukla, Fran, and Ollie followers know, the show was somewhat dampened the other evening by Sweet William, a skunk from the Lincoln Park zoo who was making a guest appearance. Ollie came up promptly with a mop and saved the situation. On Sunday night, Sweet William showed up on the Lincoln Park Zoo show, but Zoo Director Marlin Perkins had taken precautions, and there was no repetition of his lapse. A few minutes later, however, a South American ferret had similar trouble, but Director Perkins was ready and reached for a towel.

Perhaps you've heard Dave Garroway's reference to the Budgy bird in the studio last Sunday. Budgy, a miniature parrot, got away from his cage on Gail Compton's Pet Shop a day or two earlier and has been winging around in NBC's studio A at potential peril to the performers ever since. Gail also had some trouble with a little lamb which verified the story Mary first told about her pet - "the lamb was sure to go".

There have been other cases of animal lapses. Back in the radio years Fred Allen had eagle trouble. Of course, the radio audience didn't see this, but it broke up the show anyway. In television it happens occasionally. There was the case of the forgetful elephants on Super Circus.

Dr. Wesley A. Young, Managing Director of the Anti-Cruelty Society and conductor of the Animal Clinic on WENR-TV, recently ran into some problems with a four legged character called Milton Burro. This episode provoked a meeting of members of the stage-hands union, who demanded a clarification of the properties they were to handle. As a result, Dr. Young and Compton, among others, now have a special cleanup detail.

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Mark Is Doing No Weeping
 ("Hollywood Reporter")

Mark Woods, ABC Vice-Chairman, is waving no public crying towel over the radio situation - if there is a situation. Says he: "The radio business, in an over-all sense, is at a new high. And at this moment, radios are outselling television sets two to one. Significantly, a great proportion of these radio sets are being purchased by owners of television receivers. All that does not, it seems to me, add up to a picture of a sickly or moribund industry." Nor would NBC's successful peddling of Operation Tandem seem to indicate that the radio pulse is flickering away, regardless of the fact that one of the participating sponsors is Poppa RCA. There'll always be a radio - especially in the front seat of an automobile.

Metropolitan Opera Doesn't Fear TV
 ("The Washington Post")

There is no reason to suppose that the pleasure of those present was marred in any way by knowledge that the evening's performance of "Don Carlo" was visible to more than four million television-set-owners if they chose to tune their instruments to it. It seems unlikely, indeed, that attendance at the Met will be diminished by television even on ordinary evenings; attendance still carries a certain cachet for the boxholders, who have subscribed this season with more than usual generosity, and a certain special satisfaction for all who are seated less conspicuously. This is not the first year that performances at the Metropolitan have been televised; but it is the first year they have been televised on a nine-station hook-up with so large an audience capable of seeing them; and on Monday no fewer than 12 television cameras, one of them located close-up in the orchestra, were trained on the stage.

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That's What He Says
 (Walter Winchell)

They say since the TV color flash, sales of sets dived 70 percent.

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Pennsylvania will be six million dollars richer after it collects from every tavern offering teevy diversion. Other States are expected to copy the teevy tax recently okayed by the High Court.

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Dayton Gets Long-Range TV Programs
 (Bernie Harrison, "Washington Times-Herald")

Must have been considerable excitement in Dayton, Ohio, the other day. Almost any channel, provided the set had an outside aerial, brought in a station. Among the stations clearly received were ones in Binghamton, N.Y., Chicago, Kalamazoo, Mich., Louisville, Ky., Detroit and Cleveland.

Radio engineers advanced two explanations for the extended coverage:

- a. Television waves were being reflected against the heavy-side layer in the atmosphere.
 - b. The waves, which usually travel on the line of sight and don't curve, were bent or refracted.
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JAN MURRAY: What happens in England when a girl drops her handkerchief?

CONTESTANT: A man would pick it up and return it. It's the same here, isn't it?

JAN MURRAY: Not quite. Here, the fellow leaves the handkerchief and picks up the girl.

- CBS' "Songs for Sale"

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TRADE NOTES

TV picture tubes 16 inches and larger constituted 87 percent of sales to television receiver manufacturers in September, the Radio-Television Manufacturers' Association reported last Friday.

Besides the pronounced trend to larger TV screens, September sales to manufacturers showed rectangular tubes amounted to 56 percent of total tubes sold.

September TV tube sales to set manufacturers amounted to 764,913 units valued at \$20,423,353 compared with 767,051 tubes valued at \$20,335,873 in August.

Custom-built test systems which provide complete facilities for mass-production test and alignment of television receivers are described in a new brochure available to television manufacturers from the Equipment Sales Section of the RCA Tube Department.

Based on equipment and methods now in use in plants of the RCA Victor Division, the RCA custom-built test systems are the result of coordinated research by the company's transmitter, receiver, and test equipment engineers. The system is designed to speed up production, reduce manufacturing costs, and assure the accuracy of tests essential to the manufacture of television receivers of high uniform quality.

The Frederic W. Ziv Company, which produces radio and television shows, has appointed Herbert Gordon Vice President in Charge of Production. M. J. Rifkin was named Vice President in Charge of Sales of Ziv Television Programs, Inc., and Joseph L. Moore was named Treasurer of Frederic W. Ziv Company.

The Columbia Broadcasting System has completed contracts with Station WSM-TV, Nashville, Tenn., which now becomes the 61st affiliate of the CBS-TV Network.

United Pressed Products Co., 415 South Aberdeen St., Chicago, and its officers have been ordered by the Federal Trade Commission to discontinue misrepresenting the reception range of crystal radio sets.

They are required to stop advertising that under ordinary conditions the sets have a receiving range of from 25 to 50 miles or more, or that their usual range is in excess of their actual capacity to provide reception only for powerful local broadcasting stations.

The order also prohibits claims that the sets will afford increased selectivity by use of a condenser.

The RTMA last week took steps to safeguard the interests of radio-television manufacturers in connection with proposed excess profits tax legislation expected to be considered at a special session of Congress following the elections. Hearings on the tax legislation are scheduled to commence Nov. 15 before the House Ways and Means Committee.

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