



Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heinl, *Editor*

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No. 1949

"THIRTY"

With this issue, after 26 years of publication, Heinl Radio News Service discontinues, following the death of its founder and editor, Robert D. Heinl, on November 26th. Mr. Heinl's obituary appears elsewhere in this issue.

The pioneer service of its kind in the United States, HNS was founded in Washington in 1924, initially as a news service for newspapers interested in exploiting the novelty of radio. Its original subscribers included The New York Times, Cleveland Press, St. Louis Globe-Democrat, and The Chicago Tribune.

In 1926, as radio began to grow out of the novelty stage, Mr. Heinl, who was in close touch with the Radio Commission -- predecessor of the Federal Communications Commission -- realized the need of the burgeoning industry for trade information and for coverage of Washington's actions and trends in a field dominated from its outset by the Government. As a result, the Heinl Radio Business Letter came into being as a trade newsletter.

During this period, the Service's offices were located in the Insurance Building, overlooking MacPherson Square, and the staff consisted of five persons, including James D. Secrest, now General Manager and Secretary of the Radio-Television Manufacturers' Association, then a young reporter from Asheville, N. C.

As was the case with radio and with newspapers, the Heinl Service was hit hard in the depression. As a result, the Business Letter and News Letter underwent enforced reduction in scale and staff, and the Service's MacPherson Square offices were closed. Mr. Heinl continued his work at home, at first in an improvised office but later remodeled for the purpose.

The shift and consolidation commenced a new phase in HNS. From this time on, the Service became primarily a trade, rather than a newspaper letter, and continued in its present format. During this period, Mr. Heinl was assisted by Miss Donna K. Lawrence; part-time by Mr. Secrest; and briefly by his son, R. D. Heinl, Jr., who was reluctantly side-tracked from a newspaper career by entrance into the U. S. Marine Corps in 1937.

When, in 1946, Mr. Heinl's health began to fail, associates urged that he retire and that the Service be discontinued, but Mr. Heinl would never accede to this, feeling his responsibility and position in radio. In his decision to carry on, Mr. Heinl received and warmly appreciated the loyalty of long-time subscribers to the Service, many of whom had been with HNS since the 'Twenties.

Throughout its life-span, Heinl Radio News Service was a personal affair for its editor. It reflected his vigorous personality, his predilections, and his humor. It also reflected his devotion -- especially in later years and in weakened health -- to his work. With his passing, HNS, as well, comes to an end.

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ROBERT D. HEINL

Robert D. Heinl, editor and founder of the Heinl Radio-Television News Service, died suddenly of a coronary occlusion while eating dinner with his wife, on Sunday evening, November 26th.

Mr. Heinl, pioneer radio correspondent and a Washington veteran of more than 40 years, who still regarded himself as a loyal Hoosier, had been in failing health since 1946. His final collapse came, however, without immediate warning, and at a time when he seemed to be making good local progress from a recent setback. On the evening of his death, he had insisted on going out for dinner -- something he had not allowed himself to do for some time -- and had enjoyed an excellent meal at the Allies Inn, a long-standing favorite of his and Mrs. Heinl's. At the moment prior to the attack, he was chatting with Lewis Wood, an old friend and staffman of The New York Times' Washington bureau. Death was instantaneous despite immediate efforts by Dr. Dwight Dickinson, retired Naval Medical Corps hero of World War I, who happened to be dining a few tables away. He was pronounced dead by Dr. Frank MacMurray, family physician, who reached the scene a few minutes later.

Funeral services were conducted November 29th at Washington Cathedral, by Canon Albert H. Lucas, Archdeacon of Maryland, and family friend. Interment took place privately at Oak Hill Cemetery, overlooking Rock Creek Park, within a few blocks of Mr. Heinl's home.

Robert D. Heinl was born in 1880 in Terre Haute, Indiana, son of the late John G. Heinl and Marie Debs Heinl, and brother of Fred G. Heinl, now President of the Terre Haute Morris Plan Bank. He was a nephew and intimate -- despite strong Republican affiliations -- of Eugene V. Debs, perennial Socialist Party presidential candidate and American humanitarian.

Mr. Heinl became a newspaperman after a determined attempt -- at the instance of his father -- to become a civil engineer. He pursued this course at Rose Polytechnic Institute, and was, in his own words, "the only engineering student who ever surveyed the Wabash River and found it to be higher than the 'Poly' tower". When it became apparent that engineering was not his vocation, he was called in to his Dean's office and questioned as to other possible lines of interest or endeavor. His only reply was, "Well, sir, I like to read the newspapers." The interview terminated immediately. Within a month, Mr. Heinl was at work, for nine dollars a week, as a reporter on The Terre Haute Star, where he teamed with another cub, Claude G. Bowers, destined to become an eminent historian and, ultimately, U. S. Ambassador both to Spain and to Chile.

Launching out to New York, then and still a mecca of young newsmen, Mr. Heinl got a job as a police reporter with the New York City News Association in 1905. The following year, after getting

his New York footing, he became a police reporter, covering the lower East Side for The New York Morning Sun, a billet he held for the next four years.

In 1910, now a seasoned newspaperman, Mr. Heinl was sent to Washington as correspondent for Leslie's Illustrated Weekly, famous since Civil War days as an ancestor of modern weekly news magazines. Mr. Heinl's principal "beat" was the White House, where he became friendly with President Taft, whom he accompanied on many presidential trips. During this period, he travelled extensively in Mexico, Latin America, and Alaska, and was decorated by the Venezuelan Government with the Order of Bolivar.

While in Washington for Leslie's, he met and married a talented pianist, Helen Margaret Corbin, by whom in 1916 he had one son, now Lt. Col. R. D. Heinl, Jr., U. S. Marine Corps.

During the first World War, Mr. Heinl was in charge of public relations of the Emergency Fleet Corporation under Charles M. Schwab, Director General. Mr. Heinl's was the first government department to avail itself of wartime posters made by Charles Dana Gibson and other famous artists associated with him. At the suggestion of Mr. Heinl, John Philip Sousa wrote a special march embodying riveting machines, sirens, and other shipyard sounds. This proved very effective in building up the morale of the shipbuilders. The name of the march was "The Shipyard Volunteers". It was played for the first time in the New York Hippodrome by the 500-piece Great Lakes Naval Band, and later by the Marine Band in Washington. Although an inspiring march, it has since been heard less than any of the great "March King's" compositions because, as Mr. Sousa remarked to Mr. Heinl "it takes a whole machine shop to play it".

After the World War, Mr. Heinl was with the National Geographic Magazine. In 1924, he organized the Heinl Radio News Service, dealing with legislative and other matters in Washington having to do with radio and communications. He is generally stated to have been the first Washington newspaper correspondent to specialize in radio, and was on close terms with such communication pioneers as Judge Sykes, Louis Caldwell, David Sarnoff, Orrin Dunlap, Eugene McDonald, and Dr. O. H. Caldwell.

In collaboration with Commander E. F. McDonald, Jr., of Chicago, Mr. Heinl got up the first combined printed program of the United States shortwave stations for publication in foreign newspapers. Up to that time, England, Germany and other countries were offering newspapers abroad their programs, but our stations were sending only a few programs to other countries. Compiled for the Radio Manufacturers' Association, the combined U. S. shortwave program was distributed to newspapers and our diplomatic representatives all over the world by the State and Commerce Departments. In the second World War the sending of these American programs to countries abroad was taken over by Nelson Rockefeller's National Defense Committee. Mr. Heinl was also first to compile incoming foreign shortwave programs for distribution to newspapers in the United States. For eight years, he was the Radio Editor of The Washington Post.

In 1946, Mr. Heinl became aware that he was suffering from a serious heart condition which severely limited his activities. He was urged by family and friends to discontinue his professional work, but determined to carry on the News Service, a task which, despite his poor health and advancing years, he faithfully maintained until this week. It characterized his personal thoroughness that, among his papers, were found copies of an obituary story written by himself, portions of which are included in this article, which has been written by his son, a Marine officer who originally intended to follow in his father's profession.

Mr. Heinl was a lifelong member of the National Press Club, as well as of the Overseas Writers, the White House Correspondents' Association, and, for many years, of the U. S. Capitol Press Galleries. He lived since 1922 at 2400 California Street, in a now fashionable Washington neighborhood which he had seen develop from virtually unbroken woods of oak.

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The material which follows is what Mr. Heinl had tentatively prepared for the issue of Wednesday, November 29th.

CHARGE ADMR. HOOPER SHELVED FOR BUCKING FDR RED RADIO ORDER

A charge recently revealed in connection with a rebuff in World War II to Rear Admiral Stanford C. Hooper, USN, Chief of Naval Operations, by President Franklin D. Roosevelt which eventually resulted in the retirement of Admiral Hooper, is a topic of much interest in official communications circles in Washington.

The charge was in connection with President Roosevelt allegedly personally blocking wartime efforts to remove suspected Communist radio operators from United States merchant vessels. The story was revealed by Read Admiral Adolphus Staton, U.S.N., head of a Navy Board set up in World War II to remove subversive radio operators. Admiral Staton not only charged that Admiral Hooper had been summarily dealt with but that he, Staton, had suffered similarly by being placed on the inactive list.

Admiral Staton said one of the subversives removed had boasted that "Stalin had a Communist call on every United States ship and could immediately learn the location of all United States ships by simply sending out a radio signal."

Admiral Staton, according to The Washington Post, told a news conference called at the request of Hamilton A. Long, a New York attorney and author of a forthcoming book, that the five-man board had no difficulty eliminating Japanese, German and Italian radio operators. But it ran into trouble, he said, when it began removing suspected Communists "most of the members of the (CIO) American Communications Association."

At a meeting called by the late Navy Secretary Frank Knox on May 19, 1942, Staton said, Knox read a "three or four-line memorandum bearing President Roosevelt's initials." He continued:

"It stated in effect that, in the opinion of the President, membership or suspected membership in the Communist Party was not sufficient to deprive a radio operator of his job."

He said Knox described the memorandum as "an order and must be obeyed without mental reservations."

Staton said he and Rear Admiral S. C. Hooper, Navy electronic expert now retired, protested the order but told Knox they would carry it out if they were instructed to do so in writing. These written instructions were never issued, Staton said, but the Board's activities became "stalled in dead center" and he presided over no more meetings.

After a year, he continued, he was placed on the inactive list "in a manner indicating great emergency". Admiral Hooper, he added, was retired for disability after being assigned to an inspection job away from Washington.

Later, he said, he was called before the staff of a House committee investigating the Federal Communications Commission and testified privately. Before he could testify in open hearing, he declared, he was told by Adlai Stevenson, then assistant to Knox and now Governor of Illinois, that the White House had prohibited such testimony and he went no further.

Asked why he had waited until now to reveal these events, Staton said, "I have told this to all my friends who would listen." Long's request for information in the matter, he explained, was "the first time anyone has approached me to make it public in a systematic manner."

Admiral Hooper was one of the Navy's outstanding radio authorities, independent, outspoken, and was a man who could be counted upon to do anything for the good of his service and the country. In fact, it was at the suggestion of Hooper and his then superior, the late Rear Admiral W. H. G. Bullard, Chief of Naval Communications and afterwards first Chairman of the Radio Commission, that the Radio Corporation of America was formed.

Prior to and during the first World War, the United States depended largely upon foreign-owned cables and wireless stations for communication with many important parts of the globe. Great Britain was the communications center of the world. The war revealed to Americans that radio offered a new and competitive system; an opportunity to win pre-eminence for the United States in radio communication.

Subsequently it was Admiral Bullard and Captain Hooper, as his rank was in that day, who advanced the idea that the RCA be organized. Arrangements were made to acquire the assets of the Marconi Wireless Telegraph Company of America. A charter was granted RCA under the corporation laws of the State of Delaware on October 17, 1919. The business and property of the American Marconi Company were acquired by RCA on November 20, 1919. On December 1, 1919, RCA began business as an all-American organization. Its charter provides that no person shall be eligible for election as a Director or officer of the Corporation who is not at the time of such election a citizen of the United States. The charter also specifies that the Corporation may, by contract or otherwise, permit such participation in the administration of its affairs by the Government of the United States as the Board of Directors deems advisable. A clause in the charter provides that at least 80% of the RCA stock outstanding shall be held by citizens of the United States.

Hooper afterwards advanced through the grades to Rear Admiral in 1938. He served as Director of Naval Communications, Director of the Technical Division of Naval Operations and Chairman of the Naval Research Committee. He was decorated with the Navy Cross, Mexican Campaign medal, French Legion of Honor, awarded gold medal of Institute of Radio Engineers, 1934 and Marconi Medal of Merit 1939. Admiral Hooper was also U. S. delegate to International Radio at The Hague, Bucharest, Lisbon, Cairo and in Chile. He likewise was Chief Engineer of the Federal Radio Commission in 1927-28 and was editor of Robinson's Manual of Radio Telegraphy & Telephony.

PROOF OFFERED THAT NEWSPAPER SALES CLIMB IN TV AREAS

Again evidence is submitted regarding the effect of television on newspaper circulation.

For the second year in a row, Editor & Publisher answers with data which shows that more newspapers, both daily and Sunday, are being sold in TV areas than were sold in the previous year.

In the most complete survey of its kind, E & P has compiled circulation figures (the Publisher's Statement to the Post Office giving the daily average sale in the year ending Sept. 30) from 438 morning and evening papers and 97 Sunday papers published in areas where there is television reception.

Some newspapers in the original list of 500 which were asked to submit data fell outside the TV areas. Virtually all of the newspapers in the television transmitter cities are in the final tabulation; a small number of papers, mostly in the 10,000-and-under circulation class failed to respond.

The papers in the tally account for an aggregate sale of 35,000,000 copies daily, out of the national total of 52,000,000; and 20,000,000 copies on Sunday, out of a grant total of 46,000,000. Some of the average figures given for dailies include Sunday sales.

What the tabulation shows:

60 morning dailies had 7,168,429 aggregate sales in 1949 and 7,450,843 in 1950.

20 morning dailies dropped from 7,314,223 to 7,232,110. The net GAIN was 201,301.

271 evening dailies increased from 13,770,621 aggregate sales in 1949 to 14,212,781 in 1950.

49 evening dailies dropped from 3,256,652 to 3,194,074. The net GAIN was 379,582.

14 morning-evening averages aggregated 2,285,951 in 1949 and 2,333,449 in 1950.

4 morning-evening averages declined from 1,412,403 to 1,268,173.

The net LOSS was 86,732.

For all dailies, the grant net INCREASE in sales was 494,151.

87 Sunday papers sold 11,894,922 copies in 1949 and 12,815,614 in 1950.

10 Sunday papers declined from 8,423,112 to 8,037,317. The net GAIN was 534,897.

Last year's survey, covering only cities where TV stations were located, showed circulation gains in 33 of 42 markets, in which there was an estimated 1,858,000 video receivers.

There were 8,000,000 receivers in the total TV area covered by this year's survey.

For the most part, losses in aggregate sales resulted from consolidations, suspensions, and revisions in some edition schedules.

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CARRIER BOY ANTENNA SURVEY REASSURES PAPER RE TV INVASION

J. L. Stackhouse, publisher of the Easton, Pa. Express, recently made a carrier boy survey to ascertain if possible the amount of "saturation" of television sets there was in the circulation area covered by his papers which immediately adjoins the New York and Philadelphia television territory.

First the carriers counted television antennae. They returned reports on 333 routes out of a total of 550 routes. These were turned over to the Department of Marketing at Lafayette College where students under Prof. Hogeland Barcalow subjected them to systematic checking and analysis.

A student survey on 23 routes showed the carrier boys had understated the number of antennae on 20 routes, so the over-all figures were adjusted, in relation to Census data, and the college report came up with an estimate of 11,625 sets among 46,500 families.

This resulted in a correction of the "saturation" story to a little better than 25%, but that wasn't the end of the job as far as the Express was concerned. The new TV data was applied against another recent survey made by Professor Barcalow's class. This found that the Express is read in 95% of the homes in the area, and in 53% of the homes it is the only newspaper regularly read.

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ICKES AND LABOR UNIONS BACKED SEN. TOBEY

Harold Ickes and four labor unions furnished funds to help United States Senator Charles W. Tobey, Republican, of New Hampshire, win a third term, it was revealed last week at Concord, N.H.

Campaign financial statements filed with the Secretary of State listed Mr. Ickes as contributing \$250 and the unions \$4,550. Mr. Ickes was Secretary of the Interior under President Franklin D. Roosevelt.

Railway Labor's Political League, an independent organization, and the International Garment Workers, A.F.L., reported spending \$1,500 each; the Political Action Committee, C.I.O., \$500, and the Nashua Unit of the Textile Workers Union of America, CIO, \$1,050.

Mr. Tobey, a self-styled independent Republican, got the Republican nomination only after a bitter fight but won easily in the Nov. 7 election from the Democratic National Committeeman, Emmet J. Kelley.

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The Army announced Saturday (Nov. 24) that it will accept civilian members in its military amateur radio system which was set up in 1948.

Previously the program was open only to amateur radio operators with some military affiliation, including civilian components. Civilians must be at least 21, hold valid licenses, and agree to operate their stations according to program regulations.

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N. Y. BAR SEEKS TO PROTECT DEFENDANTS FROM PRESS, RADIO

The New York County Lawyers' Association said on Sunday it was taking steps toward protecting defendants from suffering caused by publication of testimony later thrown out of court.

The Association's Bar Bulletin said an agreement would be sought between the bar and newspaper owners and radio broadcasters "to assure fair trials for defendants."

The Bulletin said certain forms of testimony in publicized cases may be excluded by the court, but nevertheless "unfairly damage a defendant's case, if published or broadcast, by influencing the deliberations of the jury."

It quoted Supreme Court Justice Jackson as asking whether a fair trial could be obtained "when a trial judge rules a confession out of the courtroom as obtained by coercion, if the jurors hear repeatedly on the radio that the defendant has confessed and perhaps read the excluded statement in their newspapers?"

The Bulletin said the Bar Association Committee on Public Relations has been assigned to study proposals for an agreement among organized lawyers, the press and radio on the problem.

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JOHN KENNEDY TAKES ON KFMB-TV IN SAN DIEGO

John A. Kennedy, publisher of the San Diego Daily Journal until it suspended publication last May, has announced purchase of San Diego's first and only television station, KFMB-TV, and its radio affiliate, KFMB.

The sale, subject to approval, was made by Jack Gross, sole owner of the two stations, to the Charleston, W. Va. Broadcasting Co., of which Mr. Kennedy, a personal friend of President Truman, is Board Chairman and Mrs. Kennedy is President and controlling stockholder.

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MORE THAN 50,000 EMPLOYED IN RADIO, TV IN N. Y. CITY

In a table to show the estimated increase between 1948 and 1970 in the number of persons working in radio, advertising and television in New York City, the figures given for radio, etc. for 1948 were 50,000, and for 1970, 75,000. The table was prepared by Harrison, Ballard & Allen, zoning consultants.

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::: SCISSORS AND PASTE :::
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Submits FCC Has By-Passed Congress In Color TV
(George E. Sokolsky, King Features Syndicate)

The broader implications of the controversy over TV-color have been missed during the excitement of the election campaign and the Korean War. But it is a very important matter because the Federal Communications Commission has assumed the right to establish a method of production, to arrest research, to limit the nature of scientific improvements and to force the public to accept what the Commission determines is good enough.* * * *

What is pertinent is that a Government agency has exceeded its authority under the law, has by-passed Congress, and has asserted powers which it cannot possess under our system of Government. The fact that one of its engineers is involved to the extent of having developed the particular process which the FCC seeks to force on the American people, is merely a complicating factor. The principle at issue is that the FCC has no rights in the matter at all.* * *

Columbia has a gadget which is not in line with broad electronic developments, but which is a mechanical device attachable to existing sets, if a black-and-white telecast is still desired.

Involved is a set with a bracket, which the FCC desired that manufacturers install in future sets. The FCC has no legal authority over manufacturers; it was established to police the air waves and to grant licenses to stations to use air waves.

No such "bracket" as they proposed had ever been built commercially and no one knew, on September 1, when the FCC made its announcement, whether it could be built. Each owner of a TV set would have to pay a premium to the manufacturer of the new equipment if the scheme went through.

The FCC gave the manufacturers of television sets 30 days to agree to its plan and approximately 30 days more to revolutionize their assembly lines. None of this is within FCC's authority.***

Then the FCC, on its own, without any law, on October 10 announced that the "non-compatible" system had been adopted. Then the FCC does something which is beyond belief; it requested the RCA to hand over to CBS its own researches and studies for the three-color receiving tube which it has been developing at great expense.***

The whole thing has been thrown into court, but the FCC can utilize its licensing power and influence to force stations to obey its dicta.* * * *

The bureaucrats like to expand their power. They are empire-builders. They spread out their tentacles wherever they encounter no opposition. This is what is happening in TV-color.

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Gen. Harrison And The Newspapers
(Drew Pearson)

How not to get along in Washington was recently illustrated by William Harrison, former head of International Telephone and Telegraph, and now head of the National Production Authority. Summoning his division chiefs, he categorically instructed them that at no time were any of them ever to talk to the press.

Actually, Harrison's division chiefs are highly important and responsible individuals, quite capable of using their judgment in press relations. Most of them believe that newspaper support is far more important to their job of increasing war production than Harrison is to the newspapers.

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The Price Is Right!
(Dan Jenkins in "Hollywood Reporter")

Tell a TV producer that he can now erect a complete set for approximately five cents and he will probably buy you a drink out of sheer pity. Fact is, however, he can do precisely that with a device found in France by Sol Lesser. It's called Vistascope, invented by one Albert P. Dufour and snapped up by Lesser on a royalty basis. You have to see it to believe it, but the idea is to superimpose live action on photographs of actual scenes. The photo is placed in the Vistascope device, with the TV camera shooting through it to pick up live actors on a bare stage. Violating every known law of optics, the resultant shot shows both photograph and actors in perfect proportion and completely in focus. We saw a French demonstration film of the device last week, with one sequence purportedly taking place in the Paris Opera House. First the exterior is shown, then the interior with the manager and stage director entering and talking together. The director goes into a box seat, moves from one box to another - yet all this action actually was photographed on an empty stage. The settings were cut-outs of postal cards, and postal cards retail at five cents. Lesser plans a public demonstration of the device in another week or two. Any TV producer who doesn't make tracks to see it should have his head examined.

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A new "Service Parts Directory for RCA Victor TV Receivers", which speeds and facilitates selection of the proper replacement parts for RCA Victor television receivers manufactured from 1946 through June, 1950, has been announced by the RCA Tube Department.

Designed for the television service dealer or technician, the 80-page directory contains schematic diagrams and parts lists for 56 RCA Victor receiver models.

Rudolph J. Teichner, 51, Treasurer of the National Broadcasting Co., died of a heart attack last week following a golf match at Palisades, N.Y. He was a resident of Weehawken, N.J.

A second coaxial cable circuit from Indianapolis to Louisville, which made full-time network service available to the two television stations operating in the latter city, has been placed in service by the Long Lines of the American Telephone and Telegraph Company.

Some 30,000 balloons with postcards attached telling of the aims for ultimate economic co-operation in Europe were released in Bremen, Germany, by Americans during a fair exhibit. The balloons were one of the popular features of the exhibit, especially among the Bremen children who released the greater majority of them. Finders of these good will messages were invited to post the attached cards back to the releaser.

With the commentator's claim that the return of the postcards offered a possibility of observing wind direction and drift for military purposes, the Soviet-controlled radio attempted to distort a friendly cooperative gesture on the part of European peoples to make it appear as if Western Germans were becoming unwitting tools of "American specialists on bacteriological warfare."

The RCA Service Company has created a special service "package" that will offer purchasers of RCA Television Antenaplex Systems a complete service coverage, ranging from a preliminary survey and layout of the proposed installation to follow-up maintenance. Administered by a specially trained corps of commercial engineers, the new service has been established to meet the growing demand by hospitals, hotels, and apartment houses for the multi-outlet television antenna installation.

Heart of the "package" is the corps of Antenaplex technicians, located in key RCA television service branch offices, who are qualified to administer the survey-to-operation service and also train additional specialists as they are needed.

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