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NATIONAL BROADCASTING COMPANY, INC.
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August 6, 1947

CONGRESSIONAL JUNKETS ABROAD HOLD "VOICE OF AMERICA" FATE

Despite please from Assistant Secretary of State William Benton and what appears to be a continuous bombardment of newspaper editorials (one of which suggests that Mr. Benton resign forthwith), the future of the "Voice of America" rests with the special House and Senate subcommittees which are to go to Europe to learn at first hand how the broadcasts are being received.

The House subcommittee, headed by Representative Karl Mundt (R), of South Dakota, author of the Mundt Bill, who is fighting to establish the "Voice of America" on a permanent basis, is composed of Lawrence H. Smith (R), Wisconsin, John Davis Lodge (R), of Connecticut; Pete Jarman (D), of Alabama, and Mike Mansfield (D), of Montana.

Senator H. Alexander Smith (R), of New Jersey, is Chairman of the Senate subcommittee, which includes Bourke E. Hickenlooper (R), of Iowa; Henry Cabot Lodge (R), of Massachusetts; Carl A. Hatch (D), of New Mexico and Alben W. Barkley (D), of Kentucky.

Secretary Benton, who answered a question as to whether or not he would resign soon by saying he would carry on the program "as long as I am useful", said he was glad the special Congressional Committees would go abroad to investigate the foreign policy of his agency. "I feel confident", he added, "that they will return convinced of the need for giving to the rest of the world a full and fair picture of America."

Staffs of the radio service will be cut from 1,013 to 649 in Washington and New York and from 1,813 to 897 overseas.

Calling for the resignation of Secretary Benton, the Washington Star said last week:

"If Congress is to approve the "Voice of America" and State Department information program continuance next year, several things need to be done. Assistant Secretary of State Benton has not been able to make his program stick and should be replaced with one who can at least make a fresh start. Some of the improvised informational programs hurriedly and expensively thrown together during the war got a bad name for themselves and the State Department's program should be disassociated completely from the relics of those services. We should authorize by statute what we plan to do, and stop trying to delude ourselves into a belief that what we plan to do is not propaganda. If those whom we trust to conduct our foreign relations believe that an American campaign of propaganda abroad is a necessary modern weapon for peace as well as for war, then we should perfect the best weapon of the sort or put our foreign relations under those who eschew propaganda and forget about it. As it is, we are apt to make ourselves ridiculous, instead of believed, through the 'Voice of America.'"

The New York Times commented

"The 'cost' of the economy practiced by Congress on the State Department's Information and Cultural Program has now been partially spelled out by Assistant Secretary William Benton. That part of the program dealing with Russia is to be continued - the magazine 'Amerika' and the broadcasts. Elsewhere sharp cutbacks have had to be made. There undoubtedly will be more. There is no way to make a \$12,000,000 budget cover a \$31,000,000 program.

"It is hoped that the various Congressional committees that will be touring foreign countries between sessions will take the trouble to inquire into the situation. We believe they will gain a new appreciation of the importance of the program that has been carried on.

"The State Department Information and Cultural Program was a medium for explaining U. S. policies as well to the people of the world. That was the voice that Congress muted, the one that spoke to the people."

The Washington Post hammers away with:

"By adroit reprogramming the State Department fortunately is able to minimize the damage to the Voice of America caused by Congressional penury. * * * *

"It thus is possible that the 40 per cent slash in broadcast scope may not be quite so crippling as had been anticipated. Providing that quality can be maintained, it is even possible that the economy may cut out some dead wood. But let no one think that other portions of the foreign information and education program, of equal importance with the Voice of America in presenting a balanced picture of this country, have escaped so easily. The over-all operation has been cut approximately 45 per cent.* * * * * Finally, funds for the work of overseas cultural and information officers, so essential to implement other phases of the program, have been cut a whopping 60 per cent. There is a chance to redeem the damage through the Congressional investigations voted separately by the Senate and House."

In the meantime it was reported from Moscow that the second midnight "Voice of America" broadcast was heard "fairly clearly" in Russia. Although the musical portion was distorted by interference, the dispatch said, the news was clearly audible.

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Radiotelephone service between Shanghai, Nanking, and all cities in the United States is now available for public use, according to the American Consulate General at Shanghai.

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RAILROADS MAY NEED 100,000 RADIO TRANSMITTERS; MANY USES

Railroad spokesmen have estimated that within the next 10 years railroads may require 75,000 to 100,000 radio transmitters, according to the Federal Communications Commission. This is based upon the fact there are some 46,000 locomotives and cabooses alone, not to mention need for land stations, utility vehicle equipment, and portable apparatus.

For the first time in American railroad history, starting August 15, it will be possible for the general public to telephone to and from moving trains, the FCC advises. This is provided for in tariffs filed with the Federal Communications Commission by various Bell telephone companies to cover experimental service of this nature on several crack trains of the Pennsylvania and Baltimore & Ohio railroads operating between New York and Washington. It is part of the Bell system's participation in the program to bring the telephone network within reach of persons on trains, automobiles, airplanes and boats.

Another pioneer undertaking is the application of the Chesapeake & Ohio Railway Co. for authority to construct and operate a system which would offer induction public telephone service with certain of its passenger trains enroute between Orange, Va., and Cincinnati, Ohio. This is the first application of its kind. The estimated cost is \$358,900. The railroad is of the opinion that "although direct telephone revenues may not result in an immediate profit to the applicant, the overall benefits of the project will result in increased revenues from applicant's transportation business, and will, therefore, be economically justified".

Already there is an established radio service for use by railroad personnel exclusively. Known as the "Railroad Radio Service", it covers utilization of radio as an aid to train operation and yard and terminal traffic control. About 100 authorizations in this category contribute to the safety and efficiency of rail operations. This figure represents some 75 land stations and 700 mobile units, since a single grant may cover from one to a hundred radio installations on engines and cars.

Sixty frequencies between 158.37 and 161.91 megacycles are allocated for this type of railroad radio use. Fifty-four of these channels can be employed for yard and terminal traffic control, since that is the most popular application at this time. Direct radio links between the dispatcher's office and switch engines speed the movement of rolling stock and tend to reduce cost of handling. This kind of operation requires relatively little change in established practices other than the introduction of radio equipment.

Radio systems along the right-of-way are more expensive to install and maintain, and their use must be coordinated with the manual or automatic block signal systems existing on slightly more than half of the main trackage of the nation. However, it is this

latter type of radio service which, because of the increased element of safety, is believed due to become the most important adaptation of radio by the railroad industry. Accordingly, this class of station is given priority in frequency assignments by the Commission on the 60 channels, a policy which has the indorsement of the Association of American Railroads.

Tests on one western railroad demonstrated the advantage of the radiotelephone for communication between locomotives out of sight of each other on the opposite ends of a long train proceeding around mountain curves. It made it possible to start and stop the train smoothly although the engines were half a mile apart. Also, when a mishap occurs in an isolated spot, far removed from wire line facilities, the radio-equipped train can warn approaching trains and, at the same time, summon aid. With radio, one train can flash word to a passing train that the latter has a hot box, etc. Or, by the same means, an engineer and a conductor separated on a mile-long freight train are in instant contact with each other.

The Chicago, Burlington & Quincy Railroad, for example, is employing radio for end-to-end communication on long freight trains. It is said to save from three to four hours in operating between Chicago and Denver. There is a high proportion of radio use by other lines in yard and terminal areas. Data of the Association of American Railroads indicate that yard radio communication systems may save from 4 to 12 percent of the total annual operating cost of the yard. Some of these radio installations have paid for themselves during the first year of operation.

Microwave experimentation has potential application to railroad as well as other fields. The Chicago, Rock Island and Pacific Railroad has done some experimental work looking toward possible replacement of its wire telegraph lines with microwave relay links.

Some railroads are using a portable apparatus known as the "carry-phone" for transmitting and receiving messages through the track, a modernization of the inductive telephone system. It provides short-distance communication with engines, freight car crews, and control towers.

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HUGHES HEARINGS GIVE RECORDED BROADCASTS THEIR BIG CHANCE

Wire recordings of verbatim testimony of the hearings of the Senate War Investigating Sub-Committee delving into airplane activities of Howard Hughes were broadcast by Stations WMAL (AEC), WOL (MBS) and WTOP (CBS) in Washington. A climax of these proceedings was last Tuesday (August 5) when Elliott Roosevelt was on the stand five hours. The wire recorders, of course, didn't miss a thing and the highlights were later rebroadcast by the stations and the networks.

A request was made of the Senate Committee for a "live" television broadcast but this was turned down. The Committee was willing that moving picture films taken at the hearing be televised but would not consent to a "live" version.

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NILES TRAMMELL REORGANIZES NBC STAFF; JUDGE ASHBY RETIRES

In a sweeping realignment of the National Broadcasting Company executive organization, Niles Trammell, President, last week promoted the following:

Harry C. Kopf, Ken R. Dyke, John H. MacDonald named Administrative Vice-Presidents; I. E. Showerman new Vice-President; George H. Frey and James M. Gaines.

At the same time Mr. Trammell announced the retirement of A. L. Ashby, the NBC Vice-President and General Counsel. Judge Ashby, however, will continue to act as an advisor to the company on legal matters.

A native of Wisconsin and former professor of law and finance at the University of Pittsburgh, Mr. Ashby has served as Vice-President and General Counsel of NBC since 1929. Before that he was Assistant General Counsel of Westinghouse Electric & Mfg. Co. Judge Ashby is the author of numerous brochures, one of them being "Legal Aspects of Radio Broadcasting".

Henry Ladner has been designated as Acting General Counsel of NBC.

Mr. Kopf, formerly Vice-President in Charge of Sales, was appointed Administrative Vice-President in Charge of Network Sales, National Spot Sales, Owned and Operated Stations and Station Relations. George H. Frey was named Director of Network Sales.

Mr. Dyck was appointed program head of the NBC. He succeeds Clarence L. Menser, who recently figured in a disagreement with Fred Allen on the subject of radio vice-presidents and network censorship.

John H. MacDonald, formerly Vice-President in charge of Finance, was appointed Administrative Vice-President also. I. E. Showerman, formerly Manager of the Central Division, was elected Vice-President in Charge of the Central Division.

Mr. Gaines was named Director of Owned and Operated Stations and will continue as Manager of Station WNBC.

Commenting on the realignment of the company's executive staff, President Trammell stated, "Our objective in reorganizing the administration of the company's activities is to further improve our operating efficiency. The many pressing problems in this

post-war era, together with our expansion into the field of television, have placed additional responsibilities upon our executives. We expect that the Administrative Vice-Presidents will assume responsibility for the company's day-to-day operations, thereby enabling the Executive Vice President, Mr. Frank E. Mullen, and myself to devote more of our time to over-all management affairs and the problems of expansion, particularly in the new field of television broadcasting.

"I want to express our thanks and appreciation to Judge Ashby for his long years of service and to Mr. Menser likewise for the contributions they have made to the success of the National Broadcasting Company."

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FCC AUTHORIZES OVERSEAS RADIO, CABLE RATE INCREASE

Something like \$5,800,000 will be added to the annual revenue of United States international cable and radiotelegraph services as a result of a general increase in rates authorized last week by the Federal Communications Commission.

This action climaxed a Commission investigation, instituted last March, in which the carriers stressed the need for additional income to meet a decline in net earnings.

The authorization permits rates on messages from the continental United States to Central and South America to be increased from 20 to 22 cents per full rate word; to Europe (including the United Kingdom, Eire, Turkey and the USSR), from 20 to 25 cents; to trans-Pacific points (except Hawaii), from 20 to 30 cents; and to Oahu, T.H., and Cuba, from 12 and 15-20 cents, respectively, to 20 cents. Increases are also authorized in rates from various United States territories and possessions. However, no increases are authorized to points to which a full rate of 30 cents per word now applies.

The carriers involved include RCA Communications, Inc.; All America Cables and Radio, Inc.; Mackay Radio and Telegraph Co.; The Commercial Cable Co.; Commercial Pacific Cable Co.; The Western Union Telegraph Co.; Press Wireless, Inc.; Tropical Radio Telegraph Co.; and Globe Wireless, Ltd.

On the basis of the hearings in this proceeding, the Commission is "thoroughly satisfied with respect to the urgent need of some of the United States carriers for additional revenues" and, further, that "substantial rate relief can be immediately afforded which will serve to alleviate the urgency of the situation but which would still be within the limits of reasonableness". However, the Commission "intends to maintain a close watch on the operating results of the respondent carriers after these rate increases have become effective, in order to be in a position to take promptly any further action that may be appropriate."

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DREW PEARSON'S BROTHER PINCH-HITS AND SWATS THE BALL

Quite a little favorable comment has been heard in Washington regarding Leon M. Pearson who is pinch-hitting Sunday nights over ABC for his brother Drew Pearson now on vacation. Leon, also a radio commentator, speaks briskly (however not as brisk as Drew or Walter Winchell), is brief and direct. At times he reminds the listener of his brother, then again he doesn't.

Instead of copying the well known feature "Prediction of Things to Come", Leon Pearson substitutes views of well known men on some topic of current interest. On his broadcast last Sunday night one was the Howard Hughes-Senate War Expenditure Investigation. Those quoted by Mr. Pearson were Senators Ferguson (R), of Michigan, Brewster (R), of Maine, and Pepper (D), of Florida. An effort was made to give all angles in a brief space of time and in this Mr. Pearson proved very successful.

The Pearson brothers were born in Evanston, Illinois; Drew in 1897 and Leon in 1899. Leon graduated with an AB at Swarthmore College in 1920 and an A.M. at Harvard in 1922. He was previously associated with Drew Pearson and Robert S. Allen and is the author of several plays.

Leon Pearson at present is on leave as head of the International News Service Bureau in Paris.

Drew Pearson was mentioned this week as being interested in purchasing Station WQQW, Washington's "Blue Book" station reportedly for sale. WQQW, according to one news source is \$180,000 in the red and the purchase figure mentioned in connection with Mr. Pearson is \$110,000.

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ALMOST MAKES YOU SEE THE FM STATIONS GROWING

At the outbreak of war there were 44 FM stations on the air and an additional four authorized by the Federal Communications Commission, making a total of 48. J. N. (Bill) Bailey, Executive Director of the FM Association told the Dealers Group of the Gas and Electric Association of New York recently. On October 23, 1946 - a little less than eight months ago - there were 66 FM Stations in operation.

"There are now 232 FM stations in operation", Mr. Bailey continued. "That's an increase of more than 250 percent in less than eight months. In addition, the Commission has authorized for construction within eight months after such authorization, 659 other stations. Pending before the FCC are 170 applications, making a total of 1,061 potential FM stations within a year."

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ARMY AIR FORCES TO USE FACSIMILE FOR MOST EVERYTHING

The U. S. Army Air Forces are planning to use facsimile equipment, a form of visual message presentation quite similar to television, so that aircraft in flight can receive weather maps, pictures, enemy troop locations, and printed types of information, according to Brig. General F. L. Ankenbrandt of Washington, D. C., Chief Air Communications officer of the AAF. He spoke in Schenectady on the General Electric Science Forum.

"The Air Forces have as an objective the development of a light-weight, rugged facsimile equipment which will provide high operating speeds", General Ankerbrandt pointed out in the broadcast over WGY and WGFM. He said that other forms of automatic and visual message transmission systems under development are teletype, and symbol and light signal displays.

"We are developing a great many devices which show promise of minimizing the effects of noise on our aircraft communication systems", the speaker continued. "We have found most types of atmospheric noise to be practically non-existent in the ultra-high frequency or micro-wave region of the radio frequency spectrum. We are, therefore, placing an important portion of our future aircraft communication systems in this so-called microwave region."

"We are doing everything possible to make our communication equipments and systems more reliable", General Ankenbrandt declared. "This is especially important when we consider the requirements in connection with the aircraft of the future which we expect to travel at velocities exceeding that of sound. As aircraft speeds increase, it is obvious that less time is available for communications. For example, every word spoken into the microphone of the aircraft transmitter should be instantly understood at the other end of the system - there's no time for repeats. It follows, also, that every communication intended for the aircraft must be reliably received immediately upon transmission."

Future airborne equipments will be designed for fully automatic operation, according to General Ankenbrandt. "By automatic operation", he explained, "I mean that if the pilot of the aircraft wishes to talk to a given station 'A', for example, he simply turns a selector switch to a position marked 'Station A'. The complete tuning and adjustment of the radio receiving and transmitting equipment to the frequency of Station 'A' are done automatically without any further work on the part of the pilot."

The general problem of airborne equipment design is complicated by the fact that it must operate under a very wide variety of climatic conditions", he continued. "The equipment must provide reliable operation both in the polar regions and at the Equator. It must not falter whether the climate is very dry or very humid. Also, it must provide continuous communications whether the aircraft is flying at an altitude of 50,000 feet, where the atmosphere is very rare, or near the surface of the earth where it is much denser."

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AMATEUR RADIO FREQUENCY BANDS; TYPES OF EMISSION, DEFINED

The adoption of its Order 130-P, cancelling and replacing previous orders of the 130 series, which specified the frequencies and types of emission available for operation of amateur radio stations was announced Monday by the Federal Communications Commission. This order includes the authorization for use of the band 5650-5925 Mc., which the Commission recently allocated to replace the amateur band 5650-5850 Mc. The allocation of the wider band contained a qualification to the effect that amateur operations between 5775 and 5925 Mc are subject to such interference as may result from the operation of industrial, scientific and medical devices assigned to the frequency 5850 Mc.

The Order also authorizes the use of narrow band frequency modulation for radiotelephony in the bands 3850-3900 kc. and 14,200-14,250 kc. by Class A amateur radio operators at stations licensed to the holders of Class A amateur radio operator licenses. In addition the holder of any class of amateur radio operator license is authorized to use narrow band FM radiotelephony at any licensed amateur radio station on frequencies from 28.5 to 29.0 megacycles and from 51 to 52.5 megacycles.

This authorization is on an experimental basis until further order of the Commission, but in no event beyond August 1, 1948. The purpose is to determine whether or not it is practical for narrow band frequency modulation and the conventional amplitude modulation (AM) to operate within the same portions of the amateur phone bands, particularly in the lower two heavily-occupied phone bands. In addition, it is desired to determine under practical operating conditions, the advantages and disadvantages of NBFM as compared to conventional AM. Experience has already shown that in many cases where amplitude modulated amateur signals caused interference to broadcast reception, such interference was completely eliminated when the involved amateur station changed over to narrow band frequency modulation.

The Commission stresses the fact that this authorization is on a temporary experimental basis, subject to cancellation at any time, if after a reasonable trial period, experience shows that NBFM is not desirable in portions of the amateur phone bands also occupied by amplitude modulated amateur signals.

At the expiration date of this order, the specified frequencies revert to the status indicated in paragraph A of the Order, unless, as a result of the experimental program, the determination is made that a permanent change with respect to the use of NBFM should be made in the amateur bands. In arriving at this determination, the amateurs will be accorded full opportunity to express their desires.

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INDUSTRY SERVICE LABORATORY AIMS TO ASSIST MANUFACTURERS

A new booklet "RCA Service to the Radio Industry" traces the history of the RCA Industry Service Laboratory and its increasing value to radio manufacturers as well as the general public.

The functions of the Laboratory from the time of its foundation in 1930 have included the following main points of endeavor:

1. To serve as a clearing house for radio technical information.
2. To act as a consultation and counseling service on development, design and production.
3. To function as a testing agency for radio tubes and electronic equipment.
4. To develop new and technical concepts for rapid application.
5. To make available to the radio industry advanced information on RCA work in developing new techniques and improvements.

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BRITAIN PLANS TO EXPAND TELEVISION RECEPTION AREA

England is making strides to increase the area for the reception of television, according to the American Embassy in London.

The use of coaxial cable is costly construction, and "beam" television by the use of "reflector" stations is England's answer for the expansion of the scope of television reception.

The first installation of this type will be between London and Birmingham, a distance of 112 miles. The effective range of a 17-kilowatt vision transmitter, such as that installed at Alexandra Palace in London, is approximately 35 miles. Four such reflector stations will be required according to technicians - spacing them about 20 miles apart. The locations of these repeater points, although selected, have not yet been announced.

Each station will be a 20-foot-square building of stone, topped with an 80-foot radio mast. The repeater stations will have no staff, technical or otherwise, and will have only a fence to separate them from the outside world. The station will automatically send out its own warning signal in the event a break-down threatens.

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EXPERIMENTAL RADAR REFLECTORS FOR BUOYS PROVE SUCCESSFUL

The Coast Guard has developed and successfully demonstrated an experimental device to improve the usefulness of buoys and channel markers as aids to navigation for the rapidly growing number of vessels now using radar equipment. The new device, termed a "radar reflector", increases the strength of the radar echo from the ordinary buoy structure and thus makes it detectable at greater distance and through worse conditions of interference, such as that from rough, choppy seas, known as "sea-clutter" when viewed on a radar screen.

The action of the device is similar to that of a good mirror, properly pointed to reflect light flashes back to the observer and can be compared, in this respect, to the familiar reflectors used on automobile highway signs and markers to make them show up better when illuminated by automobile headlights. Only in this case, of course, the reflection is the radar beam sent out from the ship, returned by the reflector and made visible to the navigator on the viewing screen of his radar equipment.

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GEN. CHENNAULT'S CENSORED ADDRESS SOUGHT FOR U.S. RADIO

Maj. Gen. Claire L. Chennault, wartime Flying Tigers commander whose Air Force Day recorded address was banned from broadcast over the United States Army station in China, said in Shanghai Tuesday, according to an A.P. dispatch, that former Governor James A. Noe of Louisiana had requested the recording for rebroadcast in the United States.

General Chennault said Governor Noe informed him the talk would be carried over Governor Noe's stations WNOE at New Orleans and KNOE at Monroe, La.; by KNET in Texas, and "possibly a few other stations".

He informed Governor Noe he understood his original record had been destroyed, but that he was ready to make another and air-mail it to Louisiana.

Maj. Gen. John P. Lucas, commanding the United States military advisory group in China, refused to permit the armed forces radio station in Nanking to broadcast Chennault's address, which termed "penny wise and pound foolish conservatism of politicians" one of the greatest hazards to the development of American air power. General Lucas held the talk was improper for an official Army station.

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 ::: SCISSORS AND PASTE :::
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Another View of "The Hucksters"
 ("Life")

As a cynically exaggerated study of big business and big advertising the new moving picture "The Hucksters" has a good bit of ginger to it. A few radio commercials which figure in the script should make ad men cringe. * * * *

With the release of M-G-M's movie, the ad game will probably receive the same sort of national attention which The Grapes of Wrath won for Okies seven years ago. According to The Hucksters, bigtime advertising is entirely carried on by megalomaniacs in the high-rental areas of New York and Hollywood, two points separated by three nights in a Pullman car and 100 million consumers.

* * * * *

The traditional adornments of this way of life are \$35,000 salaries, Lincoln convertibles, gin rummy for astonishing stakes, fancy women and country houses which the owner is always too busy to visit.

Confronted by this picture of their industry hucksters themselves are inclined to be wistful rather than amazed. Said one, looking fondly at Deborah Kerr, "Foot, Cone and Belding was never like this."

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Radio-Cow Senator Plays Joke On Taft.
 ("Washington Post")

Senator Glen Taylor (D), of Idaho, former "radio cowboy", when Senator Taft (R), Majority steersman was working feverishly just before the Senate adjourned last week sent for a huge pile of books and papers, which he placed on his desk, along with a lectern.

To those not in on his scheme, it was obvious that he was preparing for a filibuster that might hold the Senate in session for days.

However, Taylor had sent a note to the press gallery saying: "I don't intend to speak, but watch me drive Taft to distraction (senatorial term for 'nuts') - Glen Taylor."

When the Ohio Republican leader spotted Taylor's desk, he hastened to the Idahoan and apparently pleaded with him not to undertake a speech. Taylor glared, angrily shook his head and continued shuffling his papers as if waiting for an opportunity to get the floor and launch his filibuster.

In the press gallery it was assumed that Taft then appealed to Democratic Leader Alben W. Barkley (Ky.) to intercede with Taylor, for soon Leslie Biffle, (personal friend of President Truman,) and Staff Director of the Minority Policy Committee, was seen to approach Taylor and converse earnestly with him.

The Idahoan repeated the show he had staged when Taft approached him, shaking his head and giving every evidence of a determination to talk at great length whenever he could obtain the floor.

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RCA Exhibition Hall In New York Draws Large Crowds
("Radio Age", July 1947)

The RCA Exhibition Hall, latest addition to New York's showplaces for citizens and out-of-town visitors, opened its doors May 14 to the first group of spectators who, since that day, have continued to throng the exhibits from morning to late evening. Before the lights were put out on the opening day, more than 5,000 guests had inspected the various animated displays which portray the widespread worldwide activities of the Radio Corporation of America.

Behind the Hall's 200-foot window front at 36 W. 49th St. in Radio City, is displayed the wonders of modern electronics - radio, television, radar, global communications, electronic equipment and home instruments - an exposition combining the gadgetry of The World of Tomorrow with the pageantry of Hollywood.

The entire main floor of the Exhibition Hall, from its 30-foot high laminated ceiling to its carpeted floor, is visible from the street. In its high windows can be seen giant models of RCA tubes containing miniatures of radio and television receivers, sewing machines, and other electronic equipment.

At the left end of the main floor, a 12-foot high plexi-glass map of the U.S., shows in bright lights the radio network of the National Broadcasting Company. By flicking buttons on an accompanying keyboard, the affiliated stations light up separately, while another push-button brings in on a loudspeaker the network program being broadcast at the moment.

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Joske's Radio Test Brings Newspaper Comeback
("Editor and Publisher")

Joske's department store in San Antonio has conducted a unique experiment in the use of radio advertising by a retail store, the results of which will be used widely in radio's attempt to crash the retail field. Joske's test was well conducted under controlled conditions and the store's analysis of the results are restrained. There is no claim that radio was solely responsible for this or that increase in sales. It is stated only that "radio contributed directly" to these sales results.

Unfortunately, these figures will be bandied about by radio salesmen all over the country and it will be claimed that radio did this or that - "look what it did for Joske's".

What must be remembered by retailers and salesmen for all media is that radio was not used alone in this experiment. Newspaper advertising was continued for the test departments and the newspaper space was used lavishly to plug the store's radio programs in addition to selling merchandise.

In addition, it is wise to remember that the test departments were plugged for 12 weeks on four daily radio programs and a Sunday night news program adding up to a total of 282 commercials.

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::: TRADE NOTES :::

Some 600 applicants for radio engineer jobs in the Federal Communications Commission were examined this week.

Sailing on the QUEEN ELIZABETH last week, Senator Henry Cabot Lodge, Jr., Republican from Massachusetts, a member of the Committee to investigate the "Voice of America" in Europe, made it known that he was traveling at his own expense.

Richard W. Hubbell and Associates, Television Consultants of New York, Washington and Cincinnati, have formed a working agreement with Anderson and Merryman, Radio Consultants, with headquarters in New Orleans.

Philip Merryman was formerly Manager of Planning and Development of the National Broadcasting Company and a member of the NEC New York executive staff, resigned from NEC several months ago to form a partnership with H. V. Anderson, consulting radio engineer of New Orleans and former radar expert of the U. S. Navy.

Senator Owen Brewster (R), of Maine, Chairman of the Senate War Investigating Committee, and a member of the Interstate Commerce (Radio) Committee, faces a battery of newspapermen on WOR-Mutual's "Meet the Press", Friday, August 8, from 10 to 10:30 P.M. EDT. Senator Brewster currently is making headlines in the special subcommittee probing the \$40,000,000 cargo plane contract awarded Howard Hughes and Henry J. Kaiser.

The nation's magazines and periodicals reached a new record in unit and dollar sales in 1946, a summary by the Magazine Advertising Bureau disclosed Monday. For 549 general and farm magazines, an average circulation was attained of 209,000,000 copies per issue. Total sales for the year were 325,000,000,000 copies and gross circulation revenues were \$418,000,000, the bureau said. The average family in the United States spent nearly \$11 on magazines during the year, reading an average of eighty-five copies or seven copies a month.

According to Drew Pearson, Senator Glen Taylor, "radio cowboy", "who admits it is a publicity stunt," will ride from coast-to-coast horseback this Summer making speeches enroute. Mr. Pearson says Senator Taylor is worried over the threat of war and wants to dramatize the problem of peace.

Arthur Godfrey, who ad-libs, says he once got a letter from a fan, who said: "I know your program is strictly ad-lib but don't make so much noise rattling them at the microphone." - From Earl Wilson's book "Pike's Peak or Bust".

"A Challenge to Radio: "The Medium", New American Opera, Poses Problem of Projecting a Character Who Is A Mute" - CBS Press Notice.

Listen Sunday August 10 (3 P.M. EDT) and see how it is done!

Stromberg-Carlson Company - Six months: Net profit, \$540,000 and billings totaled \$15,668,966, R. H. Manson, President, reported. Comparisons are not available. Reduction of inventories enabled company to reduce bank debt by about \$500,000, report added.

An innovation in television servicing has been introduced at United States Television Mfg. Corp. which is to train technicians in the service division to apply sales techniques in contacts with consumers. Besides installing and servicing, technicians will inform consumers as to what is being done to provide the best possible television reception for them. Thomas L. Jefferson, former Navy Lt. Commander in the Electronics Division of the Bureau of Ships has just been appointed Chief of the Installation and Maintenance Division.

Commercial Television Corporation, New York, rents television receivers to restaurants, bars and other places. This may be done on a more or less permanent basis or serve as a tryout for a prospective purchaser who takes this way to see how much attraction television has for customers.

The average cost of a large screen television set is in the \$2,000 bracket and anyone renting a set may be credited with a portion of the rental if he decides to buy.

A survey of the comparative popularity of the frequency modulation stations in the metropolitan area has been made by Pulse, Inc., Jack Gould reports in the New York Times. Findings of the survey indicate that approximately 3 per cent of the radio families in Greater New York had FM receivers, which would indicate that somewhere between 50,000 and 30,000 homes are equipped to receive the high-fidelity form of radio transmission.

A Glen Rock, N.J. couple celebrated their forty-first wedding anniversary last week by winning \$7,440 on the American Broadcasting Company's "Break the Bank" quiz program. It was said to be the greatest cash prize ever given on such a program.

The winners, Mr. and Mrs. Albert M. Fowler, both school teachers, answered without faltering the eight questions that Master of Ceremonies Bert Parks posed on people noted for accomplishments achieved after they became 75 years old.

Asked what they planned to do with the money, Mrs. Fowler replied: "We have a small home that needs repairs and we're going to help this sick home as well as some sick people."

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