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June 23, 1948

REPUBLICANS TAKE FCC TO CLEANERS; REP. COX, GA., LAUGHS LAST

The move to have the Federal Communications Commission investigated by a select committee went through the House in the last Hours of Congress like greased lightning. Although the resolution was introduced by Representative Forest A. Harness of Indiana, it was said to have been inspired by Representative E. E. Cox (D), of Georgia, who resigned the chairmanship of the House Interstate and Foreign Commerce Committee chairmanship four years ago under fire while that group was investigating the FCC, which it later practically whitewashed.

Commenting upon the record breaking speed with which the resolution was handled, and accusing Representative Cox, Representative Adolph J. Sabath (D), of Illinois, endeavoring to block the measure, said:

"This resolution before us was introduced day before yesterday, in the afternoon, I think about 2 or 2:30. At 3:00 o'clock a meeting of the Committee on Rules was called. The committee acted upon the resolution even before it was printed. It was reported without any hearings and in the few moments that the committee was in session, there was no testimony with the exception of a statement that was made by my colleague, the gentleman from Georgia (Mr. Cox). I observed that other members of the committee were not familiar with the resolution.* * * *"

"I surmise what is behind it but I am constrained to express my suspicions. However, in view of the statement and interruption of my colleague from Georgia [Mr. Cox] I strongly feel that he may have been behind the influence in urging this action. I also wonder why the Committee on Interstate and Foreign Commerce held a meeting this morning and by a nearly unanimous vote agreed to oppose this resolution and now have been obliged to reverse its position and to support the resolution. Again, I refrain to express my views because it has been my policy that if I could not do a person some good, I would not harm him.* * *"

Representative Sabath declared that a further investigation of the FCC if any were made, should be made by the House Interstate and Foreign Commerce Committee, which spent two years going over the FCC in 1943-44 and "knows something about the Commission."

Rep. Charles A. Wolverton (R), of New Jersey, Chairman of that Committee said:

"The resolution which is before the House deals with a matter which comes within the jurisdiction of the Committee on Interstate and Foreign Commerce. Under the Reorganization Act the Committee on Interstate and Foreign Commerce is given legislative jurisdiction over matters relating to the Federal Communications Commission. The Reorganization Act lodges with each of the regular Committees of Congress the responsibility of examining into the admin-

istration of the agencies of Government within their respective jurisdictions."

Nevertheless the resolution prevailed to have an entirely new Committee investigate the FCC which will probably be headed by Rep. Harness and which Rep. Cox in all likelihood will be a member. Referring to the old investigation, the latter said:

"Never in the history of this Congress was so outrageous a campaign initiated and prosecuted against a Member of this House as was that carried on against myself, in the effort to prevent the exposure of a record that would be shocking even to Mr. Sabath if he knew it."

To which Mr. Sabath replied:

"It was because of the strong personal plea of the gentleman from Georgia made at that time that the resolution was adopted and the investigation was ordered, but later the gentleman from Georgia resigned from the select committee and the gentleman from California [Mr. Lea], Chairman of the Committee on Interstate and Foreign Commerce, was appointed in his place, and the final report which I now have before me does not bear out the statement of the gentleman from Georgia. It does not indicate that there was any interference in the investigation."

Rep. Sabath put up a spirited defense of the FCC even to taking up the cudgel for Edward Lamb, of Toledo, of alleged Communist leanings, who is alleged to have been favored by the Commission with four radio licenses within two weeks, and is one of the main targets in the Harness resolution, saying:

"Mention has been made of the fact that the Commission granted several licenses to a gentleman, a Mr. Lamb. It was charged that he has leanings to the left and it was charged that two of the stations he has operated for the past several years have carried broadcasts allegedly communistic in character or that might be deemed in advocacy of communistic front organizations. I wish to state that if I thought for one moment that the Commission had issued these licenses to Mr. Lamb's organization without warrant or justification and without any investigation, they ought to be investigated and I would be keenly interested to know about it. The fact is that while the applications were approved a few weeks ago, one of them was filed as far back as 5 years ago. It is also a matter of record that no complaints have been filed against Mr. Lamb's two operating stations by the citizens in the cities in which the two stations are located.*** The record shows that the Commission, as well as the FBI, had made a thorough investigation and that the four licenses were granted conditionally. Two of the stations, I am informed, he is not in position to finance. He does not own them personally; they are held by different corporations, but he has the controlling management.

"Mr. Lamb, I understand, is the same gentleman who filed the first portal-to-portal suit against a certain corporation. I wonder if that fact is not the underlying reason for the attack being made against him. * * * * *

"I do not wish to delay the House unnecessarily. I think the resolution has no place here. As to the question as to whether the employees in the Commission are disloyal, I am told that the 1,300 men who are employed have been investigated by the FBI."

Rep. Harness said he was making no allegations against the FCC because he had no personal knowledge of the facts.

"If there is no foundation for the charges, then Congress should be informed and the FCC cleared and exonerated."

The five man committee soon to be named by Speaker Martin which will go to work at once, and report to the new Congress in January, has been given broad authority to investigate every phase of the FCC including the Commission's right to issue the controversial "Blue Book", a report of an FCC advisory group which leveled criticism on the public service policy of the FCC and the broadcasting industry and concerned itself with the quality and content of the programs.

During the course of the debate on the Harness resolution, former Democratic Speaker Rayburn of Texas, said:

"I do not know what kind of a Chairman Wayne Coy is going to make. I think he is a very good and a very able man. But whatever he is, he is a better man and a better chairman than the man he succeeded was capable of being."

The last Chairman was Charles Denny, now Chief Counsel of the National Broadcasting Company.

Commenting upon the Harness resolution, the Washington Post said:

"The busy, busy Rules Committee of the House - the committee that for weeks and weeks was too busy to report a rule on draft legislation, the World Health Organization, housing, the bill to finance United Nations headquarters and other vital measures - acted yesterday with the speed of electricity. A resolution introduced in the morning by Representative Harness to provide for another investigation of the FCC - shades of Congressman Cox and his witch hunt of yesteryear - was given a rule instant and put before the House without a moment's reflection. What hath Leo Allen wrought! Obviously, judging from its progenitors and the time of its propagation, another star chamber, conceived in politics and dedicated to the proposition that a Federal agency can do no right. The Rules Committee of the Eightieth Congress could come to no more fitting finish."

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Mexico, according to an Associated Press report last week, canceled concessions of all foreign telegraph, radio and cable companies, effective June 16, 1949.

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STORER DISCOUNTS TV'S HARMFUL EFFECTS ON BROADCASTING

Commander George B. Storer, President of The Fort Industry Company, took sharp issue with an article by Joseph W. Taylor in the Wall Street Journal (May 21) in which Mr. Taylor said television was luring listeners away from the living room radio sets and neighborhood movies and in effect the worst was yet to come.

"It is apparent", Mr. Storer wrote, "that Mr. Taylor has been exposed to a great deal of convention conversation at the National Association of Broadcasters' meeting in Los Angeles. Evidently a gloomy picture of the future of radio broadcasting has been painted for his benefit."

Mr. Storer said it was also apparent that "any temporary dislocation of radio broadcasting is more than offset by the enhanced opportunities offered by television."

Complaints were to be expected "from certain broadcasters who have enjoyed substantial earnings and, in many cases, not too much competition in the past", Mr. Storer said.

"Being a so-called old-timer (21 years)", Mr. Storer continued. "I can well remember the early vicissitudes of our present radio broadcasting system, and I am much more enthusiastic over the potential opportunities for service and profit in the field of television than I was in the early days of radio. This is largely due to the present day acceptance which radio has developed with advertisers. Many late comers in the radio broadcasting business do not know the uphill road traversed by early licensees of radio stations."

Mr. Storer also pointed out that not only radio would have its advertising funds siphoned from it by video. He said that the combination of the elements of sight, sound and motion into a single means of mass communication has already demonstrated its "tremendous impact" upon audiences and should prove to be "one of the most effective advertising vehicles ever developed."

"It is, also, quite possible", warned Mr. Storer, "that the development of television as an advertising medium will not adversely affect radio advertising budgets alone, but, also, may seriously reduce budgets allocated to other advertising media."

"President day radio broadcasting", said Mr. Storer, "did not achieve its present successful status until network broadcasts and low cost receivers had been developed. The growth of television will undoubtedly parallel that of the radio broadcasting industry."

Mr. Storer said it was his opinion that "ultimately television receivers will be used to receive regular radio broadcasting on the sound channel part of the day and, during appropriate periods, television will be added; thus combining both sight and sound, communication and entertainment from a single instrument."

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HOUSE FCC PROBE SPARKS SENATE TO MAKE OWN INVESTIGATION

Although obviously intended as a counter-move to keep the House from running away with the ball but described as only to secure more facts for the Federal Communications Commission reorganization bill (S. 1333) which failed to pass last week's Congressional log jam, the Senate will conduct its own probe of the FCC. Thus, election year to the contrary notwithstanding, the Communications Commission will be investigated twice this Summer. The House had previously approved the creation of a select committee to look into whether or not the FCC is granting licenses to subversive persons or organizations, the "Blue Book", etc. (See previous story page 1 this issue).

Closely following the House move comes this announcement from the Senate Interstate Commerce Committee which has jurisdiction over radio and communications matters in the upper body:

"Senator Wallace H. White, Jr., announced the appointment of a subcommittee of three members of the Senate Committee on Interstate and Foreign Commerce to study various communications problems during the recess of the 80th Congress.

"The subcommittee will be headed by Senator White and includes Senators Tobey of New Hampshire and McFarland of Arizona as the other members. The subcommittee will act under authority granted legislative committees by the terms of the Congressional Reorganization Act to maintain a continuous watchfulness of the execution of the laws by the administrative agencies.

"The terms of the order under which the subcommittee will operate indicates that a comprehensive study is to be made of all phases of communications with the purpose of recommending legislative proposals to the next Congress. The operations of the Federal Communications Commission to determine whether that agency is adequately checking overall operation and qualifications of radio station licensees in granting renewals of licenses are to be looked into. Other matters slated for study include problems relating to American domestic and international telephone, telegraph and cable companies, including national defense problems; the question of radio frequency shortages for such services as aviation, trains, taxicabs and industrial uses; and forthcoming international conferences at which treaties will be made regarding the use of radio frequencies.

"Senator White, who is completing 31 years of service in Congress, was persuaded to act as chairman at the urgent request of both Republican and Democratic members of the Committee who sought to have the veteran legislator's wide experience and broad viewpoint made available to the next Congress in its consideration of communications legislation."

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MACKAY RADIO OPPOSES PRESS WIRELESS RATE INCREASE PLEA

The Mackay Radio and Telegraph Company, by its attorney James A. Kennedy, has entered its opposition at the Federal Communications Commission to the efforts by Press Wireless to compel Mackay to increase by at least 50% its rates for multiple-address press (or "presscast") service, and asks that Press Wireless' petition be dismissed.

The Mackay petition states in part:

"The increase in multiple-address press rates, authorized by the Communications Commission's Order of July 30, 1947, in an amount 'not to exceed 50% on the average' was clearly predicated upon and designed to meet the needs of Press Wireless, Inc. on the basis of hearings held in April and May, 1947. No other carrier offering multiple-address press service at that time, in one form or another and as an incident to over-all general public service communication, had sought increases in rates for such service. In endeavoring to meet the revenue requirements of Press Wireless, Inc. at that time (it had requested a 70% increase), the Commission noted that it was unable to find on the Record 'that the operations of Press Wireless offered a fair basis for the fixing of press rates generally for all of the carriers. It is entirely possible that the costs reasonably attributable to the handling by Press Wireless of its press traffic are higher than those of carriers handling large volumes of commercial and government traffic, in addition to press traffic, as a result, for example, of the ability of such other carriers to distribute overhead costs over the several classes of service.' The application of a flat 50% increase in the rates of other carriers for such types of multiple-address press service as they offer would clearly have been wholly unwarranted.

"The Commission's Order of April 22, 1948, following further hearings in this proceeding, did not fix at 50% or at any other amount the increase which Mackay might have to make in its multiple-address press service in order to eliminate the unlawful discrimination, preference and advantage found to exist with respect to Mackay's charges for multiple-address press service.* * * *

"Within thirty days from the service of the Commission's Order of April 22, 1948, Mackay submitted to the Commission an amended tariff for its multiple-address press (or "presscast") service, effective on thirty days' statutory notice, applying such increases in rates as will add to Mackay's presscast revenues a sum which, percentage-wise, is equivalent to the additional revenues for point-to-point services as are estimated to result from the increased point-to-point rates authorized by the Commission."

"Press Wireless, Inc. requested no increases in rates applicable to any of its press services, for two reasons: first, it did not foresee operating losses resulting from its operations at rates in effect after August 5, 1947, and, second, further increases in rates for press communications service would be contrary to the public interest because such action would reduce 'the amount of

traffic flowing between the countries at a time when all our government agencies are advocating as much freedom of expression and exchange of news as possible'."

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REINSCH CALLS TELEVISION "MOSTEST" INDUSTRY

While speaking last week before the Advertising Association of the West at Sacramento, Calif., J. Leonard Reinsch, Managing Director of the Cox Stations, described television as "the mostest" industry that has ever been developed in this country. He predicted that the achievements of sound broadcasting will be projected 100-fold by television, but not to the exclusion of any existing medium.

Mr. Reinsch pointed out that television is the most expensive, the most fascinating program service, the most personnel required, takes the most space in the spectrum and is the fastest growing industry in the country.

The fact that television "is the most powerful sales force ever developed by man" was pointed up by the facts that "94% of the sensory stimuli needed to encourage product sales are apparent in television advertising" and that although it costs five dollars per person to demonstrate a car, even with the limited ownership of video receivers "it costs only three and one-half cents per person per demonstration" in New York.

Mr. Reinsch said that he was a "confirmed television zealot" and went on to present facts on the growth of the number of television stations and the prediction of FCC Chairman Coy that "all channels in the 140 top markets will be gone by the end of this year."

In closing Mr. Reinsch stated: "Television? Certainly, it will set the world on fire. It will put every man-jack of you in the advertising business on the alert. You'll come up with the answer."

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RMA REPORTS TV SET PRODUCTION RISE CONTINUES IN MAY

Production of television receivers continued to climb during May, while radio set production in a seasonal decline fell below both the previous month's output and the May 1947 total, the Radio Manufacturers' Association reported yesterday [Tuesday, June 22].

May's TV set production by RMA-member-companies totalled 50,177 for an average of more than 12,500 receivers produced weekly. The average weekly production of television receivers in May represented an increase of more than 38 percent over the average weekly production for the first quarter of 1948. May's output brought TV set production by RMA member-companies to 214,543 for the first five months of 1948 and the total manufactured since the war to more than 400,000.

Radio set production, including FM-AM and TV receivers, totalled 1,096,780 in May compared with 1,182,473 in April.

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SENATE RAMS THROUGH HENNOCK FCC O.K.; "SUSPICIOUS", SAYS BALL

Almost the last business to be transacted by the Senate early Sunday morning following its historic 40-hour final session, was a rush confirmation of the nomination of Miss Frieda B. Hennock, New York attorney, to be the first woman to serve on the Federal Communications Commission, in fact believed to be the first woman ever to be named to a Federal regulatory body aside from Frances Perkins, Secretary of Labor. Miss Hennock was appointed to a seven-year term by President Truman at \$10,000 a year to succeed Clifford J. Durr, who resigned recently when his wife came out for Wallace.

Senator Joseph H. Ball(R), of Minnesota, jumped to his feet declaring that he was opposed to the nomination.

"So far as I can discover, the only investigation, the only hearing, regarding this nomination, was a brief executive session of the subcommittee of the Committee on Interstate and Foreign Commerce. For several weeks the reports were that the nomination would never get out of committee. Then all of a sudden it was reported, with, I may say, somewhat suspicious haste. It is for a 7-year term on the Federal Communications Commission. In my opinion that is a tremendously important Commission. I think it is up to the Senate to satisfy itself - and frankly I am not satisfied; I do not know about the wisdom of the nomination one way or the other - that appointments to this Commission will really serve the best interests of the Nation.

"I myself have observed some rather disturbing things about the Federal Communications Commission. I have heard more disturbing reports since this nomination was reported. I have heard a report, on what I consider reliable authority, which indicates that certain interests, groups, who are greatly interested in this nomination, have a direct pipe line to the Federal Communications Commission, which we certainly would not want to have occur. What the score is I do not know. So far as I can determine, Miss Hennock is a lawyer from New York, and I might point out that the late President Roosevelt never appointed a member of the Federal Communications Commission from New York City, for the simple reason that New York City is the center of the radio industry, and he wanted to avoid any possibility of the industry itself having too much influence on the Commission. So far as I can discover, she has had no experience in radio matters, and from what I can learn of her background, frankly I do not think she is qualified for the job.

Senator Owen Brewster (R), of Maine, came to Miss Hennock's rescue saying that the Senate Interstate and Foreign Commerce Committee had favored her confirmation by a vote of 8 to 0.

"Miss Hennock", the Main Senator continued, "has been a member of the New York bar for 20 or 25 years. I hesitate to estimate the age of a lady, but I should say she is between 40 and 50 years old, so she is reasonably mature. She has had quite a brilliant record at the bar. She is a member now, which is somewhat unusual for a woman, of the third largest law firm in New York City, one of

the most highly respected and distinguished, one composed almost exclusively of Republicans. She has had no experience in radio, as the Senator from Minnesota has said, which, it seemed to many of us, was perhaps most fortunate, because one who had been active in radio work, representing radio clients, would by that very fact come in under somewhat of a cloud. The committee took into consideration her breadth of experience and training and recognized abilities.

"I may say that one of her most earnest sponsors was John W. Davis, of New York, who certainly is a leader of the New York bar, and who vouched most earnestly for her capacity and character. And from many other quarters there have come most earnest testimonials as to the character and competency of this woman."

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NBC EMPLOYEES, EXECUTIVES IN FAREWELL PARTIES TO FRANK MULLEN

As final evidence of their high regard for him during long association, the National Broadcasting Company gave not only one, but two, big send-offs for Frank E. Mullen, former Vice-President and General Manager when he recently took over his new duties as what was reported to be the \$100,000 a year presidency of the G. A. Richards network - WJR, Detroit, WGAR, Cleveland, and KMPC, Los Angeles.

The NBC management committee and stations operations group hosted Mr. Mullen, originator of the famous Farm and Home Hour, at a farewell dinner Friday, June 4, which was featured by a dramatic review of his career at NBC. Brig. Gen. David Sarnoff, Chairman of RCA, and Niles Trammell, President of NBC, were the high ranking officials on this occasion.

A week later, all company employees were guests at a parting reception in Mr. Mullen's honor at the Waldorf-Astoria. Numerous gifts were presented at both parties.

Mr. Mullen has opened a temporary office in the Hotel Chatham in New York, but later will make his permanent headquarters in the West.

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RAYTHEON PRODUCES NEW UNIVERSAL TELEVISION RECEIVER

Marking another step forward in the rapidly advancing television field is the introduction of a universal television receiver which operates on alternating current of any frequency as well as direct current. This universal set eliminates the need of converters in DC areas and is now in production by Belmont Radio Corporation, Chicago, subsidiary of Raytheon Manufacturing Company.

The new receiver is a table model with a 7" direct view video screen and it incorporates all the latest developments in television engineering. Priced at a suggested retail list of \$179.95, the set is the forerunner of the completely new video line to be marketed in the near future under the name of Raytheon-Belmont.

Encased in a genuine mahogany cabinet, the new AC-DC television set has 17 tubes (plus one rectifier tube) and it covers both television bands and all 13 station channels. It provides improved television viewing - 23 square inches of picture surface giving fine definition and a brilliant true-to-life picture. All essential controls are on the front panel. Measuring 17"x16"x10" and weighing but 30 pounds, the receiver is easily moved and can be used with almost any ordinary table.

In describing the new TV set, G. L. Hartman, General Sales Manager of Belmont, yesterday [June 22] emphasized the following additional features: Simplified pre-set tuning for any station; automatic sight-sound station selector; exceptional brilliance, adjustable to individual preference, and low power consumption. All components and tubes are standardized, enabling easy replacement when necessary, and the set is highly resistant to extraneous interference.

An important part of the Raytheon-Belmont television program is its new portable test equipment designed for use by service dealers. This equipment also is in production and consists of three units: Composite video generator (list price \$250); R-F alignment signal generator (list price \$300); and antenna alignment communicator (list price \$39.50).

The composite video generator brings to the service engineer in a single, small lightweight portable case all the elements needed to provide a complete "standard television video signal". Thus trouble shooting and repair work can be carried out in the shop or in the home, at any time - and no time is lost waiting for a television transmitter to come on the air. The unit weighs 45 lbs.

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NEW ASCAP HEAD SEES TV LENGTHENING SONG LIFE

Fred E. Ahlert, who has recently been elected President of the American Society of Composers, Authors and Publishers, makes the prediction that whereas a song used to last for months, radio cut that time down sharply but feels that television may stretch it out again.

"Song writers don't have an easy time, and I know it", says Mr. Ahlert. He now can probably do more about it than any other man.

First, Mr. Ahlert hopes to make the use of ASCAP music easier for the 31,000 ASCAP-licensed broadcasters, hotels, night clubs, theaters, symphonies, concert bureaus.

Second, he will encourage the creative worker. "The more people work on songs, the more chances we have of getting the best", he believes, and adds emphatically: "Creation is individualistic. It must be uninhibited, unrestricted, uncensored if the writers are to turn out songs of lasting quality.

A big broad-shouldered man with hair that is thinning and turning gray, slow of speech and soft-voiced, Mr. Ahlert is no man to talk about Ahlert. You have to ask someone else about his popular

song successes: "I'll Get By", "Mean To Me", "I Don't Know Why", "I'm Gonna Sit Right Down and Write Myself a Letter", "Walkin' My Baby Back Home", and Bing Crosby's theme song: "Where the Blue of the Night Meets the Gold of the Day."

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RMA PRES. NAMES INDUSTRY MOBILIZATION COM.; OFFICERS ELECTED

RMA President Max F. Balcom yesterday (Tuesday, June 22) appointed an eight-man Industry Mobilization Policy Committee which will immediately urge appropriate Government officials to adopt a mobilization plan for the radio and electronics industry as developed last week by the RMA Board of Directors at Chicago.

Fred R. Lack, Vice President of Western Electric Co., New York, was named Chairman of the Policy Committee. The other members are: Paul V. Galvin, President of Motorola, Inc., Chicago, Vice Chairman; Frank M. Folsom, Executive Vice President, RCA Victor Division, Camden, N.J.; Harry A. Ehle, Vice President of International Resistance Co., Philadelphia; George R. Haase, Vice President of Operadio Manufacturing Co., St. Charles, Ill.; H. L. Hoffman, President of the Hoffman Radio Corp., Los Angeles; W. A. MacDonald, President of Hazeltine Electronics Corp., New York; and R. C. Sprague, President of Sprague Electric Co., North Adams, Mass.

Mr. Balcom's action followed a thorough discussion and anticipated military requirements for radio and electronics equipment by the RMA Board of Directors during the Association's 24th annual convention at Chicago last week. At that time RMA Directors were told that the Government's armaments demands from the radio industry may reach a billion dollars annually.

The committee will seek more long range objectives to expedite the production of military equipment through a spreading of the work among all segments of the radio industry, including both large and small manufacturers, equally throughout major producing areas.

In addition to Max F. Balcom being re-elected as President of the RMA for his second term, Leslie F. Muter, of Chicago, was re-elected RMA Treasurer for his Fourteenth year. Dr. W. R. G. Baker, of Syracuse, N. Y., was re-elected Director of the RMA Engineering Department, and the Board of Directors re-elected Bond Geddes, Executive Vice President, and reappointed John W. Van Allen of Buffalo as General Counsel. Following the Board meeting, Executive Vice President Bond Geddes announced the appointment of James D. Secrest as RMA Director of Public Relations. Mr. Secrest will continue in charge of all RMA publications and serve also as staff assistant to the Parts Division.

The three new Directors are: Allen B. DuMont, President of Allen B. DuMont Laboratories, Inc., Passaic, N.J.; John W. Craig, General Manager of the Crosley Division of Avco Manufacturing Corp., of Cincinnati, Ohio; and Herbert W. Clough, Vice President of Belden Manufacturing Co., of Chicago.

The twelve Directors who were re-elected are: Benjamin Abrams, of New York City; Max F. Balcom, of Emporium, Pa.; W. J. Barkley, of New York City; H. C. Bonfig, of Chicago, Ill.; G. Richard Fryling, of Erie, Pa.; Samuel Insull, Jr., of Chicago, Ill.; J. J. Kahn, of Chicago, Ill.; F. R. Lack, of New York City; W. A. MacDonald, of New York City; A. D. Plamondon, Jr., of Chicago, Ill.; Allen Shoup, of Chicago, Ill.; and G. W. Thompson, of Columbus, Ind. Retiring Directors are Past President R. C. Cosgrove, Lloyd A. Hammarlund and Monte Cohen.

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GRADUATED SCALE OF TELEVISION PROGRAM AUTHORIZED

The Federal Communications Commission adopted rules (amending Sec. 3.661) which provide for a graduated scale of television programming during the early license period. The change, proposed May 6, 1948, and now made final (June 16), permits a program operating schedule, effective July 1, 1948, as follows:

During the first 18 months - not less than 2 hours daily in any five broadcast days per week and not less than a total of 12 hrs. a week.

During the period 18 and 24 months - same, but at least 16 hours per week.

During the period 24 to 30 months - same, but at least 20 hours per week.

During the period 30 to 36 months - same, but at least 24 hours a week.

After 36 months - not less than 2 hours in each of the seven days the week and at least 28 hours per week.

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TELECASTING STILL IN THE RED SAYS PHILCO'S NEW PRES.

The television broadcasting industry is still operating in the red, William Balderston, new Philco President stated in a newspaper interview last week, but he believed that profitable operations for this industry were not too far distant. He said that while last year stations had trouble rounding up advertisers, this year advertisers are steadily increasing in number. Also as more television sets come into the market, he explained, television stations will be able to increase their rates correspondingly. Last year about 180,000 television sets were produced, he estimated. This year, he felt, output will reach 600,000 units.

Mr. Balderston said that Philco's television set output currently was between 3750 and 4000 sets a week and that company expected this rate to be doubled by end of 1948. He added that the weekly production rate of television sets will exceed that of radio receivers in dollar volume early in the final quarter of this year.

About half of the company's 17 manufacturing plants now contribute directly to television production, Mr. Balderston said. The final manufacturing operations are conducted in a new \$3,000,000

plant on C Street between Westmoreland and Ontario, where Philco has installed the longest conveyORIZED production lines in the world for producing television receivers in quantity. This plant was designed especially to turn out television sets.

"There are still many production problems troubling the industry but none of them seem insurmountable", Mr. Balderston said. "A shortage of cathode ray tubes may become one of the major problems. Philco plans to invest \$500,000 to increase production at its Lansdale tube plant, with output stepped-up so that it will fill 30% of company's needs over next few years." Mr. Balderston pointed out, however, that a shortage of glass blanks is now limiting production of tubes by the industry. Expensive glass-blowing machines used to blow glass for these tubes takes a year to make, and glass shortage will probably limit cathode ray tube production for some time to come.

Shortages of steel, aluminum and cabinets are also furnishing problems to the industry.

The effect of the growth of the television industry on the radio industry is still a matter of conjecture. Television set and television-radio-phonograph set sales will probably have an important effect on the sales of radio-phonographs, but Philco president said he would like someone to tell him just how extensive it will be. He foresaw, however, a good production year for radios in 1948. He estimated that total radio set output would range from 15,000,000 and 16,000,000 sets this year, compared with 19,000,000 last year. He believed automobile radio set output might jump from 3,200,000 sets last year to 4,000,000 this year.

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BROADCAST APPLICATION FORMS CHANGED

The Federal Communications Commission made final certain changes in broadcast application forms and record-keeping requirements which it proposed May 20, 1948. These changes, effective August 1, 1948, are largely editorial and clarifying in nature, although some of them substantially affect the kind and extent of the information required. Changes are made in the following forms: 301 (Application for Authority to Construct a New Broadcast Station or Make Changes in an Existing Broadcast Station); 302 (Application for New Broadcast Station License); 303 (Application for Renewal of Broadcast Station License); 313 (Application for Authorization in the Auxiliary Radio Broadcast Services); 314 (Application for Consent to Assignment of Radio Broadcast Station Construction Permit or License); 315 (Application for Consent to Transfer of Control of Corporation Holding Radio Broadcast Station Construction Permit or License); 321 (Application for Construction Permit to Replace Expired Permit; and 701 (Application for Additional Time to Construct Radio Station; and Sections 3.46, 3.182 and 3.254 of the Commission's Rules and Regulations are amended. Present forms can be used until September 30, 1948.

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Store Broadcasting Reported Spreading Rapidly
 ("Washington Post")

Is it not enough, it seems, that, with the blessing of the Supreme Court, our ears are to be bombarded by raucous admonitions and appeals, political and otherwise, coming from sound trucks in parks and on street corners. A new advertising industry called store broadcasting is reported making great headway. Several grocery chains are trying it out. Housewives as they struggle with baskets or carts through grocery shopping crowds, trying to decide whether they can afford bananas after what they paid for lamb chops, now find themselves being urged through a loudspeaker to take home Zilch's canned beans or Blink's macaroni to surprise and delight their husbands. The voice is usually a compelling masculine one, frequently that of a familiar radio announcer. As yet, advertisers aren't fully decided whether this method will cause shoppers to harken to suggestions or to clap their hands over their ears and flee the store. If sales go up - as they already have on some products so advertised - loud speaker advertising will be extended.

After that, no doubt we shall find ourselves being pursued by resonant hucksters into department stores, restaurants, beauty shops, drug stores, barber shops, pool halls, even Turkish baths. Already broadcasting on streetcars has become a public issue. Taxis will probably join the movement and lease out their ether. Add all the honking from power-mad motorists, and the screeching of their brakes, clatter of trucks, clangor of streetcars, whir of low flying airplanes, shriek of telephones, blare of neighbors' trumpet-voiced radios, and we shall be virtually assured of continuous din. Nor need we expect anything to be done about it. For decades little groups of crusaders have organized societies and passed resolutions for noise abatement, yet bedlam around us increases. Perhaps we should be realistic and face the fact that most people like noise - especially if they can make it themselves - also that as life gets more and more mechanized, more people will be equipped with noise-makers, and that we might as well take Pope's advice and learn "the wondrous power of Noise."

Yale Raps Rudy Vallee
 ("Yale Alumni Magazine")

Unfortunately the Whiffenpoofs never copyrighted their anthem. Some fifteen or more years ago Rudy Vallee, a Yale graduate ('27) copyrighted a portion of it and popularized it on the radio. The song in various arrangements has been further commercialized through the years greatly to the embarrassment of members of both the Whiffenpoofs and Mory's.

Rudy Vallee was never a member of either organization.

Truman Charges Press, Radio Misleading Public On "Facts"
(United Press)

Aboard Truman Train, June 16 - President Truman, traveling through Kansas, said today it was "almost impossible" to put definite "facts" before the public because of "certain people" in the newspaper and radio business.

Enroute to Kansas City, Mo. for an overnight stop before continuing on to Washington, the President told a station crowd at Dodge City, Kan., that he had seen about 2,500,000 people in his current trip to "fix the issues" facing the country.

"I merely wanted to lay before you the facts as they are", he said after telling the crowd they must decide whether the country is to be controlled by the people or "the special privilege boys".

Mr. Truman said it was almost impossible "to get definitely the facts before the people, for the simple reason that there are certain people in the newspaper business and certain people in the radio business who have a distorted view of what the people ought to know and ought to think."

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Philadelphia Claims 40,000 Television Sets
(By Jerry Gaghan, in "Variety")

Hopeful estimates of the tele stations in Philadelphia claim 40,000 sets are now in operation. This represents a tremendous advance over the 18,000 in operation at the end of last year.

Sets at the end of 1947 were being installed at the rate of 2,200 a month. Allowing for due increase in monthly installations, the 40,000 figure might seem exuberant. But with 1,500 stores in town selling TV sets, with production finally getting on the caboose of demand and department stores already launched on financing, there is every likelihood that no one knows just how many sets are in operation. The 40,000 figure may be no mere press agent's boast * * *

WCAU-TV, for example, gets an hourly rate of \$200. This scale is slated for a prompt increase when the number of sets in this area goes past the 50,000 mark. * * *

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Walkie-Talkie To Speed Up Restaurant Service
(Leonard Lyons in "Washington Post")

The headwaiter at the Hotel Taft's new tap-room in New York will have a walkie-talkie, with which he'll transmit orders directly from customers to kitchen and bar.

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New Secret Radio Police SOS Sender
(Freling Foster in Collier's (Condensed in Reader's Digest))

A new radio device, worn under the coat, enables a watchman, policeman or prison guard to send a silent signal for help to a central office machine that sounds a buzzer, flashes a light and prints the man's identification number on a tape. The wearer can send the signal unnoticed by touching a button in his shirt cuff, by raising his arms if held up, or by falling on and squeezing a small rubber bulb attached to his belt in case he is slugged. 15 -

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TRADE NOTES

Harry Diamond, 48, Chief of the Electronics Division of the Bureau of Standards, died unexpectedly Monday, June 21, at his home in Washington. Born in Quincy, Mass., Mr. Diamond had been associated with the bureau since 1927 when he joined its staff as an associate radio engineer. As wartime chief of the Bureau's ordnance development division, he was instrumental in the perfection of a number of electronic devices used in the war, including the proximity fuse, described as the "No. 2 secret weapon of World War II."

He also was one of the inventors of an instrument landing system for airplanes, and in 1933 he participated in the first completely blind flight of an airplane from College Park to Newark, N.J.

Mr. Diamond received a number of awards in recognition of his achievements in the field of electronic development, including the Washington Academy of Science Award for Engineering Achievement in 1940 and both the Naval Ordnance Development Award for Exceptional Service and the War Department Certificate for Outstanding Service in 1945.

His funeral was held Tuesday, June 22 with burial in Arlington National Cemetery.

George Bristol has been appointed Manager of the Presentation Division of the CBS Sales Promotion and Advertising Department, effective immediately. Mr. Bristol joined CBS in 1946 assigned to general promotion duties and more recently was senior sales presentation writer.

The proposed new Senate Office Building to be built of marble and rising seven stories high on 1st Street between B and C Streets, N.E., in Washington, will provide space for 15 standing committees of the Senate. The approximate cost of the structure will be \$21,700,000 and will have space for a large auditorium and provide for broadcasting, television and movies. There will be dining space and large hearing rooms.

The Navy Department has announced that an amphibious cargo ship, the Marquette, has arrived at Haifa carrying seven mobile radio sets and their operators to establish communications for the Palestine truce observers working under Count Bernadotte.

Total value in national advertising carried in daily newspapers this year should "at least break through the \$400,000,000 mark", Alfred B. Stanford, Director of the Bureau of Advertising, American Newspaper Publishers' Association, predicted in an interview last week.

At the present rate of newspaper ad gains, this would appear to be a conservative estimate. The total last year for newspapers was \$369,000,000, a gain of nearly \$100,000,000 over the total for 1946. Considering that conditions are more favorable this year, a rise to nearly \$400,000,000 does not seem improbable.

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