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# HEINL NEWS SERVICE

**RECEIVED** Radio **TELEVISION** — **FM** — **COMMUNICATIONS**

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**NILES TRAMMELL**

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No. 1861

## DREW PEARSON HITS THE FRONT PAGE FOUR DIFFERENT WAYS

Drew Pearson has recently set a new mark for other radio commentators to shoot at.

(1) Through being the originator of the Friendship Train, he has again been brought into the international spotlight and honored as responsible for the French Merci (Gra titude) Train.

(2) By attacking Maj. Gen. Harry H. Vaughan, Military Aide to the President, for accepting a decoration from Argentina, whose President Peron was described by Mr. Pearson as an enemy and detractor of President Truman.

(3) By predicting last Sunday night over the ABC network that Wayne Coy, Chairman of the Federal Communications Commission, would resign from the Commission within the next 60 days.

(4) By making certain charges over the same network involving the Rev. Father Charles E. Coughlin, pastor of the Shrine of the Little Flower in Detroit, made famous through his radio sermons. These allegations were characterized by Father Coughlin as a "Pearsonian lie".

Mr. Pearson was one of the central figures in New York last week when a tremendous ovation such as only New York can give, was accorded the French Merci Train. Later he was presented with a certificate of distinguished citizenship by Mayor O'Dwyer.

Mr. Pearson was again a central figure when ten cars of the Merci Train rolled into the Capital last Sunday to receive a rousing welcome.

Vice-President Alben W. Barkley, addressing a crowd of 3,000, said that the train brought the heart of France to this country. Gathered from all parts of the French Republic, the gifts borne by the train constituted France's response to the American Friendship Train. Through this medium the French people received food, fuel and clothing valued at \$40,000,000 last year.

"I do not know what the contents of these French box cars may be", Mr. Barkley said, "but I am told they contain beautiful and valuable gifts. What pleases me more is that these forty-nine cars bring us the heart of France. The French people and the American people understand each other and will stand with each other in the fight for liberty, justice and equality."

Senator Arthur H. Vandenberg, ranking Republican member of the Senate Committee on Foreign Relations, was introduced by Drew Pearson, Chairman, as "our most revered Senator."

"This is a significant and eloquent moment in the lives of our two nations", the Michigan Republican said. "It shows that we

have hearts, as well as hands, across the sea. This is not government speaking to government in the calculated language of diplomacy, but countryside speaking to countryside in terms of the values that have bound France and America together for the last 200 years. The Friendship Train went from the hearthstones of America to the hearthstones of France. The same concept of affection and friendship has inspired the French gratitude train. Amid the world clamorings of strife, fear and hatred this moment marks the way of line commended by the Prince of Peace."

Henri Bonnet, French Ambassador, told the crowd that the "Merci Train" expressed the gratitude of millions of French people who for years had turned toward the United States. Thanks to American aid, he declared that France could win the hard struggle for post-war recovery. Andre Picard, originator of the French train, read a greeting from Eduard Herriot, former Premier of France, Louis Cast, President of the French National Federation of Railroad War Veterans, explained that the gifts ranged from a small doll contributed by a French orphan to very precious items.

With eight jet-propelled airplanes roaring overhead in aerial salute, Senator Tom Connally, Chairman of the Senate Committee on Foreign Relations, cut a ribbon to open one of the gift cars. As a token, a small painting was then delivered to Salvind O Olson, Chairman of the National Capital Merci Train Committee. Forty-eight similar cars are en route to the forty-eight State Capitals. Both the French and American National anthems were played by the Metropolitan Police Band. Ambassador Bonnet gave a dinner, for the French Committee with the train, in the French Embassy Sunday night.

The afternoon welcome was preceded by an impressive ceremony Sunday morning in Arlington National Cemetery, where four French war veterans delivered an eternal flame which had been lighted at the tomb of the French Unknown Soldier in Paris on January 22nd.

Mr. Pearson played even a more spectacular part in his further needling of General Vaughan, which to the apparent delight of many in all branches of the Armed Forces, he has been doing for some time. Not content with denouncing the General for his evident disloyalty to President Truman in accepting Argentina's highest military decoration, the Order of the Liberator San Martin, Mr. Pearson announced he was going to stand outside the Argentine Embassy in Washington to note for future reference, notables attending the lavish function in connection with the bestowal of the medal upon General Vaughan by the Argentine Ambassador. Mr. Pearson did just this and it is believed his presence discouraged attendance at the function. The only person the commentator mentioned as having been present was Lieut. Gen. Hoyt Vandenberg, Chief of the Air Force, remarking, "and he entered through the back door".

In predicting that Chairman Coy of the FCC would leave the Government service within 60 days, Mr. Pearson did not specify what position, if any, the former had in mind. He remarked "Coy is another good man lost to the Government." It has been reported on several occasions previously that Mr. Coy was quitting and that in one instance the President personally had persuaded him to stay.



Up to this writing, with one exception, little if anything has been printed or broadcast about the charges made by Commentator Pearson against Father Coughlin. The exception was the Detroit Free Press of Tuesday, February 1, which devoted practically its entire front page to the accusations, with a caustic denial by Father Coughlin, as well as denials by other parties said to have been concerned. The Free Press states the case reportedly will be presented to the Detroit Federal Grand Jury this month.

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#### PRESIDENT TRUMAN WOWS THEM AT RADIO CORRESPONDENTS' DINNER

President Truman, off the record, gave the Radio Correspondents' Association at their dinner in Washington last Saturday night, a sample of one of his fighting campaign speeches and they ate it up.

"It gave us an idea of how he appealed directly to the people of the country. No oratory but natural, human, and man to man. I never heard a better talk in my life", said one of the broadcasters who attended the dinner. Others spoke of it with much the same enthusiasm, particularly the humorous jibes at the radio commentators who guessed wrong on his election.

At noon on Friday the day before the dinner, following their usual custom in connection with the Radio Correspondents' gatherings, the Board of Directors of the Mutual Broadcasting System called at the White House to pay their respects to the President. The group was headed by Lewis Allen Weiss, President of Don Lee of Los Angeles, and Chairman of MBS.

Approximately 700 persons attended the Radio Correspondents' Dinner in the Presidential Room at the Statler. As a token of their esteem for the President, association members presented him with a reproduction of the table on which the two Bibles used in his swearing-in ceremonies January 20 were placed. The Capitol table has been used by most Presidents since Lincoln.

The President also received a film copy of the television recording of his inauguration. Albert L. Warner, of MBS, President of the Radio Correspondents' Association, made both presentations.

The distinguished gathering included Vice President Barkley, Chief Justice Vinson, Speaker of the House Rayburn, President Pro Tem of the Senate McKellar, Justices Reed, Douglas, Black and Rutledge, Secretary of the Treasury Snyder, Secretary of Defense Forrestal, Attorney General Clark, Postmaster General Donaldson, Secretary of Interior Krug, Secretary of Agriculture Brannan, Secretary of Commerce Sawyer, Secretary of Navy Sullivan, Secretary of Air Force Symington; Gen. Bradley, Army Chief of Staff; Gen. Hoyt Vandenberg, Chief of Staff of the Air Force; Senate Majority Leader Lucas and Senator Taft, Republican, of Ohio.

Among the entertainers were Nadine Conner, opera singer; Janet Blair, movie actress and singer; Borrah Minnevitich and his



Harmonica Rascals and Comedian Sid Caesar. Jack Carter of Washington was master of ceremonies.

The United States Marine Band conducted by Maj. William F. Santelmann provided music during dinner.

The talent was arranged through Mutual, American Broadcasting Co., Columbia Broadcasting System, DuMont Television Network and National Broadcasting Co. Francis W. Tully, Jr., of the Yankee Network was Chairman of the Dinner Committee.

The dinner was preceded by a reception given by the combined radio and television networks.

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### CONGRESSIONAL RADIO, TV NEWS BAN CALLED "DISCRIMINATION"

The restriction of radio and television coverage of sessions of the House Committee on Un-American Activities is "discrimination against some forms of reporting the news", Committee Chairman Wood has been advised in a letter from A. D. Willard, Jr., Executive Vice President of the National Association of Broadcasters.

Mr. Willard's letter to Representative John S. Wood, asked that the Committee's ban be "at least reconsidered", and that radio and television men be allowed to explain "how much it means to their audiences to keep them informed" of the Committee's work.

Following is the complete text of Mr. Willard's letter:

"It is with very real concern and deep regret that I note the decision of the Committee on Un-American Activities against radio broadcasting of Committee sessions, along with other forms of reporting these matters of vital interest to the people of America.

"It seems to me, in a very disturbing sense, a kind of discrimination against some forms of reporting the news. Television, tape recording, and instantaneous broadcast of such sessions, are new forms of journalism. To take a single example, tape recording is now used as were words in quotation marks in an older era of news reporting. The radio reporter, telling the story of an important hearing, can now drop into his dramatic narrative the very words of the man quoted, in his own voice. Television is no less graphic, to say the least.

"Closed sessions are one thing; no newsman can rightly object to a fully closed meeting. But a session closed only against some forms of reporting is one which discriminates.

"I am sure, as are the American broadcasters for whom I speak, that your Committee's decision is so sweeping as to deprive the American people of a great deal of truly priceless information. I urge, therefore, that it be at least reconsidered, and the representatives of radio and television be allowed to tell you how much it means to their audiences to keep them informed of the major work being done by your committee.

"Broadcasting, in all its forms, would be the last to advocate infringement on any individual's fundamental rights. Radio, in its own struggle to maintain freedom of speech without abridgement, is only too conscious of the fundamental rights. But it is difficult to see how faithful, factual, verbatim reporting of such important sessions can invade or threaten the rights of any witness or committee member, whether this reporting be done by direct radio broadcast, by radio newsmen, or by television.

"Freedom of information, I am sure you will agree, becomes a meaningless phrase if the materials of this information are denied to the professional radio men who would disseminate it to their audiences.

"I hope that you will seriously reconsider the prohibition laid against all these forms of reporting."

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"TV SERVICING LIKE TURNING FROM BIKES TO AUTOS", BALCOM, RMA

Max Balcom, President of the Radio Manufacturers' Association, which is one of the sponsors of Town Meetings of Radio Technicians, carried the word last Wednesday night to Atlanta, now going through its first phase of television development. This was the fourth of such meetings in an effort to lend a hand to the serviceman who is making the transition from radio to television.

"The radio-television industry produced more than 975,000 TV sets in 1948, bringing the postwar total output to well over one million", Mr. Balcom declared. "It expects to manufacture and sell more than 2,000,000 television receivers in 1949. Future years will see the annual production rate continue rising until television becomes as standard in the American home as radio is today.

"All of us in the radio industry - and that includes you who are providing the highly essential servicing of the sets we manufacture - are on the threshold of one of the greatest and most rapid industrial developments in American history. The total income from television within a few years probably will dwarf that from radio in its most prosperous years. Already it is accounting for at least half of many set manufacturers' revenue.

"The two million television sets we expect to produce in 1949 may not seem like much in comparison with about 16 million radios manufactured in 1948. In units, that is true; but in dollars it presents an entirely different picture.

"Television receivers sell today from \$100 to more than \$4,000. The average retail price is between \$350 and \$400 - a price equal to the more expensive radio phonograph console. As a matter of interest, manufacturers' sales of television receivers in November, 1948, represented only 10.4 percent of the total set production for that month but 45.9 percent of the set manufacturers' dollar volume.

"What does this mean to the radio technician? It means that he will be working on a much more costly product than he has been in the radio field where the average service job, probably, was done on a table model which sold anywhere from \$10 to \$35. It's like turning from repairing bicycles to servicing automobiles.

"Another thing for the serviceman to bear in mind is that with the two million TV sets that the industry plans to produce in 1949 will go \$100 million or more in installation and the first year's servicing charges. Moreover, this figure will grow yearly with the increasing tempo of TV set production."

"The servicing of home receivers, particularly the new TV sets, is rapidly becoming a big business, and it will require well trained technicians who are familiar with the instrument they are servicing and the most modern techniques for detecting and correcting any trouble that may develop."

Mr. Balcom continued:

"Perhaps I have placed too much emphasis on television tonight. I have done so because television is the newest and the most exciting addition to the receiver line. I do not mean to imply, however, that radio receivers are passing out of the picture. On the contrary radio set production undoubtedly will continue well ahead of television for several years to come, and I do not believe that television will ever supplant radio. There is room for both services.

"For one thing, don't forget there are approximately 75 million radio receivers in this country, some 2,000 AM stations, and more than 700 FM stations. Neither the public nor the station owners are going to scrap such an investment in a hurry, regardless of the attraction of television. Sales of automobile radios and portables, moreover, are the greatest in the industry's history and are likely to remain at a high level for some time.

"FM broadcasting and the proportion of radios with FM reception facilities are growing steadily. An FM-AM set, while not as complex as a TV receiver, is a much more complicated instrument than the AM radio and requires greater skill to service.

"In addition, privately-owned radio communications systems are becoming more and more numerous. The number of 'land transportation' radio transmitting stations, according to the Federal Communications Commission, has almost doubled in the past year and numbered over 3,500 on January 1, this year. And this station count does not represent the number of communications receivers used in conjunction with these transmitters. For instance, 65 taxis equipped with radio communication receivers may operate under one station authorization."

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## DESPITE YOWLS, TEST SHOWS CAPITAL FAVORS TRANSIT RADIO 9-1

This is the big day they are going to try out transit radio in the buses of Washington, D. C. (Wednesday, February 9). Although test runs have shown that the public favored the innovation, according to the Capital Transit Company, quite a few advance protests have been registered. These are mostly in the form of letters to the editors of the local newspapers.

Among those received by the Washington Post are the following:

"If any store I now patronize begins to use transit radio, I'm going in and tell them why they have just lost our family of 10 as customers. When a product is advertised on transit radio, I'll buy some other brand - and I'll tell the dealer why the transit-advertised brand is off my shopping list.

"If the advertisers are allowed to know that transit advertising is regarded as an annoyance by the riders, I believe the whole nuisance could be stopped."

(Signed) Helen D. Rice

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"The Capital Transit Co. again proposes to inflict its riders with radio loudspeakers on buses and streetcars. The small comfort of having our commuting hours to study or read, or merely think, will now be denied. Let us vigorously protest this outrageous intrusion of booming advertising dinning at our ears, added to the noisy confusion of traffic, as we travel to work and back.

"There have been unprecedented numbers of accidents in the past year involving public vehicles in the District of Columbia. Adding more noise to the motorman's problem can only result in further diversion of his interest from driving. Many commuters employ these precious hours to study. Must our rights be trampled in the greedy rush for more advertising media?"

(Signed) Ione Conway

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"Before this thing is done, and it is not too late, I believe a group of some citizens, or some club, should start suit in court the moment the first radio appears, alleging a breach of the public peace.

"There are still many street car and bus companies in the United States, where the fare is less than 10 cents, and it irks me considerably to have to pay 13 cents here, and be worried by the thought of having to listen to radio noise in addition."

(Signed) William E. Dixon

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"If the District government permits the Capital Transit Co. to turn streetcars and buses into traveling juke boxes, violating every principle of human consideration, the company should be required to take out amusement licenses for each of its vehicles, and to pay amusement taxes, like any other juke-joint proprietor.

"Streetcar and bus patrons who pay for transportation are entitled to ride in peace and quiet and to be protected by their governing agencies from arbitrary invasion of their rights and privileges. If local authorities are not prepared to safeguard such rights, injunction proceedings may be the only alternative."

(Signed) Claude N. Palmer

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"Whether or not the majority of bus and car riders like radios is beside the point. I do not know whether they want it or not, but even if they do, the majority has no right to force radio on the minority, since no fundamental right of the majority is involved."

(Signed) R. A. Seelig.

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"Assuming some of the music will be from the eighteenth century, the era of elegance, a gentleman will sometimes have the opportunity to rise, bow low and offer his seat to a lady to the appropriate strains of Mozart or Handel.

"This item is for the unreconstructed rebels and rugged individualists who resent progress, no matter how much it does for them. Just consider how good it will feel, after enduring the discomfort of listening to what you don't want to listen to, for anywhere from 10 to 60 minutes, or finally disembarking!

(Signed) David Freilicoff.

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The National Gateway Citizens Association in a resolution urged the Capital Transit Company not to pursue its bus-radio program. The group met last Monday at the Church of Christ, 28th and Douglas Streets, N.E., Washington.

This favorable letter appeared in the Washington Times-Herald:

"Let me add my penny's worth in regard to music in street cars and buses. I think a majority of the people are in favor of it, but do not have time to write letters to the transit company or newspapers. I would rather listen to music than listen to some one in the next seat criticize his neighbors. Let's have music wherever we go."

(Signed) "Street Car Rider"

Capital Transit hopes to have 10 radio-equipped buses in operation by midweek. The mobile carriers of melody will be split evenly, at the beginning, between Northwest and Northeast Washington.

At some future date it is envisioned that all 1900 of the company's buses and streecars in regular use will be radio-equipped.

To see how the people were taking it, Charles F. Davis, Jr. a Washington Post reporter, made a trip on a W. M. & A. suburban line bus near Washington which has been equipped with radio for about two weeks. The ride was to Seat Pleasant, Maryland, and back, about 90 minutes.

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"The passengers make no expressive show of emotion as they enter the bus and hear music for the first time on a public conveyance", Mr. Davis wrote. "They don't clap their hands in gless nor do they show annoyance. They simply accept it."

"Someone must be carrying a portable radio", declares one gray-haired woman as she boards the bus with a companion.

"Perry F. Scott, 77, of Spaulding Avenue, Dupont Heights, Md., climbs aboard, spies an official of the bus company whom he knows and says:

"This will make you forget your troubles. I listen to the radio quite a bit at home. I like all the programs - even the commercials."

"But Scott, who is in the general merchandise business and who has been riding the bus line for more than 20 years, decides that music is best for the bus radio.

"And Mrs. Dorothy Hall, a housewife, of 6414 B St., N.E., Washington, D. C., likes the radio too.

"I like to listen to the music when I'm not talking", she says. She likes the 'soap operas' but doesn't think they would do for buses because 'you might have to get off in the middle.' She suggests 'some hill-billy music twice a week.'

"It's cheerful", says Mrs. Mary Rogers, a housewife, of 2125 - 32nd Place, S.E., 'and it makes the ride seem shorter.'

"But she hopes they never carry the 'soap operas'. She hates 'em.

"It was the first ride on a radio bus for Mrs. James Hall, a housewife, of 233 Pennsylvania Ave., S.E., Washington, D. C., and her initial reaction was that she was 'a little bit surprised' but liked it.

"The only critical note is sounded by Mrs. Charles Nelson, a housewife, of 6508 Central Ave., Maryland Heights, Md.

"It sounds very natural", she says. 'I always have the radio on at hom. But I like to hear the news reports and they're not loud enough. Just loud enough to tempt you.'

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#### G.E. INTRODUCES NEW TELEVISION-RADIO-PHONO FOR \$695

General Electric is shipping a new television-radio-phonograph console (Model 820) which will list in the east for \$695. Features of this entertainment console include a 12-1/2 inch aluminized picture tube, automatic phonograph for long-playing and standard records played from a single tone arm with detachable heads, and FM and AM radio.

The aluminized television tube produces an image said to be about 80 per cent brighter than that appearing on conventional picture tubes under the same conditions.

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## BOB TAPLINGER, PUBLICITY ACE, SEEKS NEW FIELDS TO CONQUER

Formation of a national organization for public relations to be known as Robert S. Taplinger and Assoc. was announced last week by Robert S. Taplinger. The company is being established in New York, Chicago and Los Angeles. It is representing top national accounts in both industrial and entertainment fields.

The organization last week opened its West Coast headquarters located temporarily at 9507 Santa Monica Blvd., Beverly Hills, until Spring when the firm's permanent offices will be completed.

Mr. Taplinger is currently in his Chicago office for a week's stay and then will go on to New York to set up the organization in that city. Subsequently he plans to divide his time between the three cities.

Mr. Taplinger had offices in these cities until 1937 when he was shifted to Hollywood by Warner Brothers to head its publicity department. Previously he was publicity manager for the Columbia Broadcasting System in New York.

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## HOPE'S MONTH TRIP GROSSES NEARLY \$600,000

The Bob Hope troupe returns to Los Angeles for its regular broadcast, after a tour of 33 cities in as many days grossing between \$550,000 and \$600,000, according to estimates of the Hollywood Reporter. Hope also performed at six matinees and countless benefit shows for the March of Dimes and Heart Associations.

The tour broke all previous Hope records, and is probably an all-time high for show business. Playing arenas, football stadiums, fight palaces as well as theatres, the show had a top as high as \$6.10 and \$5.20 and played to some 300,000 people. They grossed \$27,000 in Miami, \$32,000 in Boston, \$33,000 in St. Louis and \$26,000 in Kansas City. The average for the last two weeks was \$140,000 per week. Hope used a Mainliner United Airlines DC-6 for the tour, one which was named in his honor, Mainliner Bob Hope. He does a final show and broadcast preview in Oakland tonight and returns tomorrow after laying over in San Francisco.

Beginning on January 5th right after his broadcast and three days after the troupe returned from Germany, Hope and company played Texas, Louisiana, Mississippi, Tennessee, Alabama, Georgia, Florida, Kentucky, Pennsylvania Massachusetts, Ohio, Minnesota, Missouri, Oklahoma, and returned via Texas and California. Hope broadcast from Houston, Atlanta, Pittsburgh and Kansas City, Mo.

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## PROPOSED LABOR ACT AMENDMENTS UNFAIR TO LABOR, NAB CHARGES

Proposed amendments to the Fair Labor Standards Act are not equally fair to radio, which has problems involving talent and creative effort not shared by manufacturing and similar fields, a representative of the National Association of Broadcasters told the House Education and Labor Committee Tuesday.

Richard P. Doherty, NAB Employee-Employer Relations Department Director, in a statement submitted to the Wage and Hour Subcommittee of the House group, recommended changes that would:

- ...eliminate the basing of overtime payments on regular salaries plus talent fees;

- ...clarify the meaning of "regular rate of pay" by excluding premium pay;

- ...allow child actors and performers to be exempted from the child labor sections of the Act;

- ...and provide for approval of guaranteed annual employment plans by the Wage and Hour Administrator in the absence of a collective bargaining agreement.

Mr. Doherty's statement pointed out that the bill under consideration specifically provides for employment of minors under properly regulated conditions in motion pictures and theaters, as well as in newspaper-delivery work.

"However", it added, "Section 13(d) does not grant to children the same opportunities in radio and television. This is obviously an oversight. Talented youngsters have always derived genuine employment benefits and opportunities from the field of radio broadcasting. Television is now rapidly expanding as a potentially important medium for even greater opportunities for such youngsters."

Turning to overtime pay regulations, Mr. Doherty asserted that prevailing regulations are unfair in requiring that overtime be paid on average hourly earnings as computed by adding all talent fees received by an employee to the regular weekly salary.

"Because the rate at which talent fees are characteristically paid averages three to five times (sometimes much higher) the regular hourly rate of pay", he said, "prevailing regulations are harmful to both the employee and employer. Faced with excessively high overtime obligations (based on talent fees plus regular weekly salary) employers are reluctant to assign announcers to additional fee programs if the time involved results in work beyond 40 hours a week."

The NAB statement also asked that extra compensation or premium pay, as determined by the Administrator, be excluded from pay used as a base for figuring overtime pay.

Mr. Doherty pointed out that radio broadcasting is "typically characteristic" of industries in which lump sum payments are made for certain types of work performed outside normal weekly work periods, or on normal days off. He suggested that the term "premium

pay", added to the already-covered term, "premium rates of pay", would clarify the bill's overtime provisions in this field.

"Radio broadcast stations and networks", he said, "broadcast seven days a week although the typical prevailing employee work-week is five days per week of 40 hours, or six days per week. Consequently, unlike many manufacturing plants, mercantile establishments, etc., all station employees do not have the same assigned work schedule."

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#### HOLLYWOOD-RADIO-VISION SCHOOL DOES SOME EXPLAINING TO FTC

Universal Radio-Vision Training Corp., 1025 North Highland Ave., Hollywood, and its officers have filed an answer with the Federal Trade Commission denying charges of misrepresenting a home study course in electronics, radio and television.

Charging violation of the Federal Trade Commission Act, the complaint alleged that the respondents "are making numerous false, deceptive and misleading statements and representations" with respect to the advantages and benefits to be derived from their course of instruction.

Except for admitting dissemination of some of the challenged advertising, the respondents limited their answer to a denial of the material allegations of the complaint. They requested permission, however, to file an amended and amplified answer.

Hearings will be held in due course.

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#### NEW 26 POUND 7-INCH TUBE \$149.50 PORTABLE TELEVISION SET

A seven-inch direct view tube portable television with a built-in antenna to retail at \$149.95 was introduced in New York Tuesday by Tele-tone Radio Corporation. The set is said to be the only portable on the market with a built-in antenna and is priced \$50 below other 7-inch portables, according to S. W. Gross, President.

The receiver weighs only twenty-six pounds, making it the lightest portable in production, Mr. Gross added. The company also introduced a ten-inch direct view tube table model to list for \$219.95. A sixty-three square inch picture is provided by using a round screen. The set is the lowest priced ten-inch tube unit with a sixty-three square inch picture and undersells nearly all ten-inch tube models, Mr. Gross declared.

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::: SCISSORS AND PASTE :::  
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"Better Than Being There", Wolters Sees Inaugural From Chi  
(Larry Wolters, Radio & Television Editor, "Chicago Tribune")

Some reflections on the telecast of the inauguration of President Truman and the parade:

More persons witnessed the events of the day through TV, than saw all the previous inaugurals from Washington through Roosevelt. One commentator estimated the number of TV viewers at 20 million, approximately the same size of the radio audience that tuned in the first broadcast inaugural - that of Calvin Coolidge.

The video audience, however, got a much better understanding of the inaugural than that first radio audience did some 20 years ago. The televiewers saw history in the making; the radio audience merely heard it described by eyewitnesses.

To anyone acquainted at all in Washington television gave a sense of real participation -- of being there. In fact, it was better than being there because of the many points of camera pickup.

The gathering of the crowd in the stands was full of interest. Now and then viewers were able to identify notables in the crowd before the commentators spotted them. Our viewing circle spotted Gen. Eisenhower in an open car before the announcers identified him.

The ceremony of the inaugural itself was transmitted in all its detail. Televiewers could see better than anyone except the closest of the audience in the stands.

As always in a special event of this nature there were distractions. In the background behind the principal actors were many poker faced individuals. A few smiled but many others appeared frozen. And perhaps they actually were.

Usually it is women's hats that hold the center of interest. On this occasion it was those of the man - silk toppers in great profusion, some with light bands; homburgs, soft felt, the vizored gear of the military and the plumed pieces of the diplomats. Amidst this welter of male headgear the women didn't have a chance.

Some of the most interesting shots were those of President Truman and Vice President Barkley in the reviewing stand. These showed them in informal moods, apparently totally unaware of the cameras. At least they betrayed no traces of any self consciousness.

In the reviewing stand Mrs. Truman's face was often obscured by the American flag.

The outstanding scene stealer was the Dalmatian dog attached to the Los Angeles county sheriff's posse as they marched in the parade. At a command from his master he sat up or rolled over again and again.

Everything considered television on inauguration did its most impressive job to date. It brought millions of persons a chance to see history in the making.

The thousands of children and teachers who witnessed the telecast as well as the millions in other walks of life must have been impressed with the educational potential of this new medium.

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No Transcontinental TV Net Planned Yet, Says A. T. & T.  
("Hollywood Reporter")

There are no plans at present for a transcontinental television network, officials of the A. T. & T. stated in New York in an interview with the Reporter. The four TV networks, queried by the telephone company as to their cable requirements for transmission to the Coast, have failed to reply up to this time. The Bell System is ready to develop Coast-to-Coast network facilities depending on the needs of the video industry but will call for considerable advance notice - up to two years - to complete the work.

As an example, the phone company required 15 to 18 months' notice to complete a 250-mile length between St. Louis and Memphis. More than two years were consumed in constructing the 800-mile cable linking New York and Chicago, it was pointed out, despite utilization of some existing long-distance phone facilities.

Work will be started this year, however, on a regional coaxial cable to provide TV service between San Francisco and Los Angeles. The phone company will also install in 1949 an extra channel between New York and Washington, another between Milwaukee and Madison, and by June, two additional Westbound channels to Chicago will supplement the current link now used in either direction.

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Survey Says Four Networks Gave Away \$4,297,557

A total of \$4,297,557 in prizes was distributed on programs on the four major radio networks in 1948, the Billboard said last weeks.

The trade publication said that total was arrived at in a survey of 54 give-away programs. Sam Chase, writer of the article, described the survey as "a most conservative estimate based on real, rather than quoted values."

The Billboard gave this breakdown of 1948 give-aways by networks: Mutual, \$1,430,372; CBS, \$1,371,695; ABC, \$1,021,290 and NBC, \$474,200.

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Could Frank Buy It?  
("Washington Post")

During the General Motors preview show Frank Stanton, President of the Columbia Broadcasting System, and Niles Trammell, President of the National Broadcasting Company, admired an expensive car.

"Plan on buying it, Frank?" asked Trammell.  
Stanton replied: "If I do, I'll have to sell Jack Benny first."

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::: TRADE NOTES :::  
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Metropolitan Washington now has 34,200 television sets installed and operating, it was announced on February 1, 1949, by the Washington Television Circulation Committee.

The Committee derives its estimates from monthly television set sales figures furnished by the Washington Electric Institute to which are added the number of sets and kits sold by dealers and distributors who are not Electric Institute members.

These figures are cross checked by comparison with quarterly sales reports issued by the Radio Manufacturers' Association and by frequent cross-section polling of the metropolitan area to determine the percentage of Washington families owning sets. These cross-sections of the population are selected by the area sampling method. The Committee's reports include only television sets which are actually installed and operating.

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The U. S. Junior Chamber of Commerce, The National Association of Broadcasters, and The Radio Manufacturers' Association will give a luncheon honoring four national winners of the "Voice of Democracy" contest Wednesday, February 23rd, at the Hotel Statler.

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Mrs. Mary McLeod Bethune, President of the National Council of Negro Women, has withdrawn her sponsorship from a Civil Rights rally scheduled for Washington this week.

Sponsors for the rally include Henry A. Wallace and Mrs. Virginia Durr, wife of ex-FCC Commissioner Durr. Mrs. Durr was the unsuccessful Progressive Party candidate for Senator from Virginia in November. Other sponsors listed are Representatives Adam Clayton Powell and Vito Marcantonio of New York, singer Paul Robeson and music critic Deems Taylor.

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R. S. Yeandle, General Electric television engineer will leave this country on February 10th for a six-week tour of South America, to encourage the adoption of U. S. television standards in Latin American countries.

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Action by State Motor Vehicle Departments prohibiting television in motor vehicles because of its hazard to driving safety was recommended last week by the American Optometric Association.

"Inasmuch as vision is a primary requirement of safe driving, anything which distracts the attention of the driver is a potential cause of death and accidents", said Dr. John B. O'Shea, president. "Television in view of the driver would be a distraction which should be prohibited. It could become one of the most serious driving hazards in the history of automobiles."

Dr. O'Shea said that television for occupants of the rear seat of an automobile might provide an interesting diversion for passengers, and should not be prohibited, but television in the front seat could probably not be controlled without prohibitive action by the several States.



Dan Regan, former newspaperman, has been appointed to the public relations staff of the Television Broadcasters' Association, Inc., Will Baltin, Secretary-Treasurer, has announced.

Prior to World War II, Mr. Regan had worked in the newsroom of the American Broadcasting Company and NBC in Washington, D. C. He had also been on the staff of the United Press and Transradio Press Service before going into service. Following the war he spent two years in Europe as Berlin Bureau Chief of the Stars & Stripes magazine, "Week-end", and also as Director of Public Relations for the American Red Cross in Italy.

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The Senate District Committee Tuesday unanimously approved the bill of Chairman J. Howard McGrath (D) of Rhode Island, to let Washington, D. C. have daylight saving time every Summer. Mr. McGrath said he would ask Senate approval of the measure at the first opportunity.

The bill would authorize the District Commissioners to put daylight saving time into effect each year from the last Sunday of April to the last Sunday of September.

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The licensing justices in Liverpool, England, decided Tuesday that the corner pub must remain British. That means no juke boxes, the United Press reports.

Mrs. E. M. Jones, pub licensee, wanted to introduce one, and explained at length what it is. The box she wanted to install had to be converted to British peculiarities. It had to be adjusted to take three British pennies instead of one nickel.

"Too loud", said the police.

The licensing justices pondered and said no juke boxes.

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Dr. William Littell Everitt, head of the University of Illinois Department of Electrical Engineering, will be the principal speaker at this year's National Association of Broadcasters' Engineering Conference at Chicago, April 6-9.

During the late war, Dr. Everitt was Director of the Operational Research Staff, Office of the Chief Signal Officer, U. S. Army. He was given the Exceptionally Meritorious Civilian Award for this and other wartime engineering work.

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Since the adoption of the revised Part 2 of the Federal Communications Commission Rules and Regulations, "Rules Governing Frequency Allocations and Radio Treaty Matters", numerous inquiries concerning the new system of call signs, as well as the new service classifications and terminologies, have been received at the Commission which issued a public notice, to inform all concerned as to the procedure to be followed in making the changeover required by the new rules in compliance with agreements reached at the International Telecommunication and Radio Conferences, Atlantic City, 1947. It states:

Radio stations classified in Part 2 as broadcasting stations (except auxiliaries) are not involved except as to matters of terminology used in authorizations. Amateur stations, coast stations (except for coastal telephone stations in the territory of Alaska), and ship stations (already changed over) will likewise be affected only as to matters of terminology in their licenses.

Policies in assigning calls to broadcasting stations will be those heretofore in effect.