

# HEINL RADIO BUSINESS LETTER

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FRANK E. MULLEN

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March 7, 1945

## ALLOCATIONS UP TO SECRET SESSION; FM GROUPS FIGHT ON

Completed in three and a half days where it was expected a week or more would be required for the hearings, the next important step in considering the FCC reallocation recommendations will be a secret session of the Communications Commission with Army and Navy officers next Monday, March 12th. A member of the FCC ventured the opinion that the Commission's report would be made early in April.

With the main battle waging over the location of the FM band and the outcome of the television allocation depending upon this, both those who desire FM to remain where it is and those supporting the FCC in changing seem confident of victory. The former expressed themselves as especially elated over the testimony of Maj. Edwin H. Armstrong, FM inventor, who in the opinion of one observer "put the ball right in the Commission's lap". He declared that the anti-FCC forces had unquestionably won the first round and that Dr. J. H. Dellinger of the Bureau of Standards, who is to testify at the secret session, would be another strong factor in their favor.

"Dr. Dellinger had previously written to the Commission urging that they let FM stay right where it is", he continued. "FM Broadcasters and the Radio Technical Planning Board made a splendid presentation and I feel very confident as to the outcome."

Sharp exception was taken to this by a prominent member of the industry who supported the Commission's recommendations, and who said:

"Major Armstrong really hurt himself and his cause by his testimony. He was too emotional. There was no use in his endeavoring to sell the Commission on a basis of perfection and then tearing that perfection down on allocation.

"I have talked to several of the Commissioners and I am confident that FM will be moved up regardless of the pleas to allow it to remain as is. How far it will go and if it will go as high as the Commission has recommended, remains to be seen. It may result in a compromise but I can assure you that FM will not remain where it is."

The FM controversy in last week's hearings centered around the calculations made by Dr. K. A. Norton, former FCC engineer, now on duty with Army Signal Corps, upon which the FCC made their recommendations. C. M. Jansky, Jr., of Panel 5, RTPB, told the Commission they must believe Dr. Norton "and the errors he has made" or Dr. Dellinger or Major Armstrong. Dr. Ray H. Manson of Stromberg-Carlson said that at least six months' more time would be required to manu-

facture FM receivers for the proposed band and the cost to the consumer would be from \$4 to \$32 per set. W. R. David, of General Electric, said about the same thing.

Major Armstrong said, regarding Dr. Norton's calculations as compared with those who have had experience that they "were so different it seems something must be left out, some errors must have been made".

"With FM starting at some point within its present band (43 to 50 megacycles) and expanding upward into a prospective 30 megacycles, it seems to me that from a propagation stand-point alone a more satisfactory service can be established than is promised for the upper end of the band", Major Armstrong said. "This can be done without encountering the risks inherent in moving bodily into another part of the spectrum about which information is admittedly incomplete.

Cyrus T. Read of Hallicrafter's, Chicago, went to the bat for the FCC and said it would only cost \$10 to \$15 to convert present FM sets to the higher frequencies.

John Shepard, 3rd, said, "Our conclusion is that if present assignments proposed by the FCC are put into effect, FM will be put back to where it was in 1936 and it will be very sick and probably on its deathbed for many years."

In supporting the FCC, Commander T.A.M. Craven, himself recently a member of the Commission, now Vice-President of the Cowles Broadcasting Company, declared that Dr. Norton was one of the world's greatest propagation experts.

Supporting his contention that FM should be moved upward, Commander Craven said the FCC must protect the outer regions of service areas to afford service to those living outside of cities. "I think it's the duty of the Commission to take any step whatsoever to protect service in all areas", declared Mr. Craven. On the predicted delay, if FM is moved up, the Cowles executive said he thought manufacturers are ready now to turn out 50 KW equipment for the higher frequencies. "If we manufacture with the speed of war, it won't take very long", he said. "If television transmission in sound can be produced in the 108-mc band, so can FM. There's no mystery about it. . . I've been impressed that the attitude of industry is negative. If industry took that attitude in war we wouldn't get anywhere. We must take positive attitude."

John D. Reid, Manager of Research, Crosley Corporation, Cincinnati, testifying on cost of building new receivers, said Crosley plans to turn out an FM set for higher frequencies which would cost the consumer an additional \$3 or \$4. Mr. Reid said the biggest factor in redesigning would be expansion of the band rather than position in the spectrum.

Mr. Reid declared that Crosley feels the FCC proposed allocations are sound and it is desirable to shift the FM band to 84-102 mc.



David B. Smith, of Philco, endorsed the FCC FM and television proposals and said that the Commission "had done a magnificent job in reconciling the claims of the various services."

William B. Lodge of the Columbia Broadcasting System said he had studied Dr. Norton's figures and had failed to find any discrepancies. C. R. Miner of General Electric also was of the opinion that the cost of manufacturing sets in the higher frequencies would be \$24 to \$30 more per set to the consumer.

Leopold L. Asch, of WBCA, Schenectady, who has the distinction of operating the only independent FM station in the United States, said if the FCC recommendations were adopted they would put him out of business.

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#### REINSCH OF WSB SUCCEEDS FELTIS AS NAB DIRECTOR-AT-LARGE

J. Leonard Reinsch, Managing Director of WSB, Atlanta, Ga., WHIO, Dayton, Ohio, and WIOD, Miami, Florida, has been elected to serve out the term of Hugh M. Feltis as Director-at-Large of the National Association of Broadcasters. Mr. Feltis was formerly General Manager of KFAB, of Lincoln, Nebr., but resigned to accept the presidency of the new Broadcast Measurement Bureau. Mr. Reinsch has also been nominated as one of the Directors-at-Large for the coming year to represent the large stations of the National Association of Broadcasters. These directors are to be elected by mail ballot and will assume their offices July 1st.

In the presidential campaign, Mr. Reinsch was selected by Paul A. Porter, now Chairman of the Federal Communications Commission, then Director of Public Relations for the Democratic National Committee, to be the Radio Director of the Committee. Mr. Reinsch secured a leave of absence from his chief, former Governor James M. Cox of Ohio, and with headquarters in New York City, made a great success of the job.

A native of Illinois, Mr. Reinsch has lived in Atlanta since 1940. He is a graduate of Northwestern and began in radio in 1928 as an announcer at WLS, Chicago. He joined the Cox stations in 1934 at WHIO, where he served as Manager. When Governor Cox acquired WSB, he became Managing Director of the three Cox-owned stations. He was born in Streator, Ill., on June 28, 1908. He is married and has two children.

Governor Cox was the Democratic nominee for the presidency in 1920. Franklin D. Roosevelt was the vice-presidential nominee in that campaign.

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GEORGE HENRY PAYNE DIES; REAPPOINTMENT MYSTERY UNSOLVED

George Henry Payne, storm center of so many battles on the Federal Communications Commission and who served as a member of that body from 1934 to 1943, died at the home of his daughter, Mrs. Virginia Payne Ahrens, in Hollis, Queens Borough, New York, last Saturday. Mr. Payne was 68 years old and after leaving the Commission became Vice-President and Director of the Finch Telecommunications Company of New York. Mr. Payne, who was succeeded at the FCC by Commissioner E. K. Jett, made his last formal appearance at the Communications Commission at the Allocations Hearings several months ago when he testified in behalf of the Finch Company advocating adequate space in the spectrum for facsimile.

With the death of Mr. Payne the mystery of why President Roosevelt recalled the nomination of the reappointment of Mr. Payne for an additional seven years may be cleared up. The President sent Mr. Payne's nomination to the Senate July 1, 1943, and withdrew it without explanation the next day, a very unusual procedure.

There were several versions of why the President might have changed his mind. One was that Speaker Sam Rayburn and Democratic Leader John McCormack had suggested to Mr. Roosevelt that it was a slap in the face to the Cox Committee to send up the renomination of Mr. Payne as a member of the Commission while the FCC investigation was still going on. Another was that Mr. Payne was anti-Semitic which Mr. Payne answered by pointing to the fact that he had had a Jewish secretary for the past nine years.

Still another reason was that Mr. Payne had sided with the Dies Committee in voting to oust FCC employees Dodd and Watson.

Mr. Fly told a press conference at the time he had not recommended the canceling of the nomination, although he did visit the White House a few mornings before. It was an "off-the-record" visit, he said.

"I did not know that day why the nomination had been withdrawn. I have since learned something about it. I do not undertake to assign any reasons for the withdrawal of the name. I know I do not know the reasons. I knew nothing about it until I arrived at the White House that morning and the action had been taken."

Chairman Fly, answering a question, said that it was hardly appropriate to say much about it, but added that it was a matter of public record that Mr. Payne had voted "with me and a majority here consecutively, and he had supported most of the policies I had supported."

When Mr. Payne himself was asked if he could aid in clearing up the mystery, he said:

"I don't know a thing - honestly I don't - I am just as much in the dark as you are."

Born in New York, the son of George Cooley Payne and Katharine Milligan Payne, Mr. Payne attended City College for three years and then studied at the College of Pharmacy. Later he was a special student at the New York Law University.

His first adventure in journalism was as proprietor and publishers of The Long Branch (N.J.) Summer Season in 1893 while he was still a student.

In 1903 Mr. Payne began a four-year term as drama and music critic of The Evening Telegram and, in 1909, he joined the staff of The Evening Post as a political reporter, remaining until 1912. He left The Post after writing his best known book, "The Birth of the New Party", a study of the origins of the Progressive movement of that period.

His active connection with politics began in 1906. In that and the next year Mr. Payne was a member of the New York County Republican Committee and two years later he unsuccessfully sought a post in the Assembly. In 1910 he managed the literary bureau of Henry L. Stimson's Gubernatorial campaign, and in 1912 he was one of the New York managers for Theodore Roosevelt's presidential campaign. He also managed the campaign of George McAneny, President of the Board of Aldermen, in 1913, and he was floor manager for Leonard Wood at the Republican National Convention in Chicago in 1920.

In that same year Mr. Payne opposed James W. Wadsworth for the Republican nomination for United States Senator, polling 46,039 votes. Between 1916 and 1933 he was City Tax Commissioner.

Mr. Payne's funeral was held Tuesday in the St. James Chapel of the Cathedral of St. John the Divine in New York City. The serviced was conducted by the Rev. James Green, Canon of the Cathedral. A choir of 48 boys, including Mr. Payne's grandson, Richard Ahrens, sang.

Among those at the service were former Postmaster General James A. Farley; James Cromwell, Arthur Batcheller, representing the Federal Communications Commission; Dr. James L. Bradford, President of the Finch Telecommunications Company; George LeBrun, Secretary of the Chief Medical Examiner's Office when Mr. Payne was Tax Commissioner; William A. Orr, who was secretary to former Governor Charles S. Whitman; Archibald R. Watson, New York County Clerk, and Paul Bailey, publisher of the Long Island Forum.

Burial took place in Oakwood Cemetery, Islip, Long Island.

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The Joint Army-Navy Termination Regulation is the "Bible" for war contractors to be used in the rapid settlement of war contracts. A recent survey discloses that less than 40% of the war contractors circularized had availed themselves of this publication. A Joint Army-Navy Distribution Center has been established at 90 Church Street, New York, New York, to distribute this publication together with other printed material pertaining to contract settlement.

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## BELIEVE JOHN L. LEWIS WILL BACK DOWN ON PETRILLO ROYALTY

The prediction that other labor leaders would follow in the steps of James C. Petrillo in demanding "employment fund" royalties came true with the demand of John L. Lewis and the United Mine Workers for a \$60,000,000 a year "rainy day" fund. It was the belief in Washington, however, that Mr. Lewis might withdraw this stipulation in the strike threat show-down. The reason for this was said to be that Petrillo, in making more and more exacting demands, was believed to "be riding for a fall" and that Mr. Lewis had no desire to be mixed up in it.

The coal producers' spokesman, who claimed Lewis' "private tax" was an opening wedge for similar demands by other unions, did not, however, regard musicians' boss James C. Petrillo's royalties in the same light.

Petrillo now gets royalties ranging from one-half cent to five cents per record from recording companies. The spokesman said Petrillo's collections were on a luxury, whereas every American was dependent on coal.

Talburt, cartoonist of Scripps-Howard, had a cartoon in the New York World-Telegram, Washington News and other papers, captioned "Swelling the Chorus". It showed an old phonograph playing a tune, "Petrillo's Royalty Racket". John L. Lewis was standing in front of the phonograph with a sheet of music marked "Demand of 10¢ a ton royalty for Miner's Union". Mr. Lewis was singing "Brother Can You Spare A Dime?"

The Washington Star commented upon the coal miner's demands as follows:

"There is doubt in the minds of some that John L. Lewis is wholly serious in his attempt to levy what is in effect a private tax of ten cents on each ton of coal mined, the proceeds to be paid into a union fund which unquestionably would be controlled by him. Mr. Lewis seems to be serious enough. He has served notice that the coal operators must "accede" the miners the "right to live" - which in his estimation means yielding to his demands. "If you don't accede it", he says, "we will take it anyhow." Furthermore, Mr. Lewis has a perfectly valid precedent in the Government's weak surrender to James C. Petrillo, head of the American Federation of Musicians, who demanded and secured the right to levy a union tax on the manufacture of phonograph records. If the consuming public can be taxed for the benefit of the musicians, Mr. Lewis might ask, why cannot the consumers be taxed for the benefit of the miners?"

"Events will show whether the mind union head intends to make a fight on this point. But the fact that he has made the demand, coupled with Mr. Petrillo's earlier success in the same field, should be sufficient to impress any one with the seriousness of the issue which has been raised."

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## DR. JOLLIFFE CLIMBS ANOTHER STEP HIGHER AT RCA

Dr. C. B. Jolliffe, Chief Engineer of the RCA Victor Division, has been elected Vice President of Radio Corporation of America in Charge of RCA Laboratories. Dr. Jolliffe will succeed Otto S. Schairer, who was elected Staff Vice President of RCA at a meeting of the Board of Directors. Mr. Schairer will be consultant and advisor on matters pertaining to research, development, patents, trademarks and licenses.

The Board also authorized Ewen C. Anderson, Commercial Manager of RCA Laboratories, to execute license agreements under domestic patent rights and to coordinate the commercial activities of RCA Laboratories with those of the RCA Victor Division.

From 1922 to 1930, Dr. Jolliffe served as physicist in the Radio Section of the Bureau of Standards, resigning to become Chief Engineer of the Federal Radio Commission. He remained for five years with the FRC and its successor, the Federal Communications Commission, and then joined the Radio Corporation of America as engineer-in-charge of the RCA Frequency Bureau. In 1941, he was appointed Chief Engineer of RCA Laboratories, and early in 1942 he was made Assistant to the President of RCA. In September, 1942, he was appointed Chief Engineer of the RCA Victor Division, Camden, New Jersey.

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## ON-THE-JOB SIGNAL CORPS TRAINING PROVES SUCCESS

Practical on-the-job training of Signal Corps teams and units in depot operation and maintenance of Signal Corps equipment is being carried on in various signal depots and in signal sections of Army Service Forces depots.

"Learn while you work; work while you learn." There is a strong stimulus in this fundamental idea of on-the-job training. Signal Corps trainees do the work which they will be required to do as soldiers in actual combat theatres, and they gain experience with authentic equipment. The academic approach, with simulated conditions and equipment, is a thing of the past in this signal training. The men have access to modern communications equipment of every sort - radio, radar, telephone, photography - and they learn about Depot operations by direct participation in the work of receiving, storing and issuing material. In some of the installations, such as Holabird, damaged Signal Corps equipment used by all types of Army units is received for repair, and here the trainees have the widest opportunity to learn practical repair work, again by "working while they learn". They set up their mobile work shops and make repairs in the same working groups and with the same tools they will have when they move to a combat zone. Their repair trucks are equipped to repair and test almost every type of Signal Corps equipment being used today.

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PETRILLO IN NEW PLATTER ATTACK; WILL APPEAL TO COURTS

If the National Labor Relations Board acts adversely in the jurisdictional fight over "radio platter turners", James C. Petrillo has served notice that he will go over their heads in an appeal to the higher courts. In the meantime Mr. Petrillo has filed Federation of Musicians charges with the NLRB that the rival, independent union, the National Association of Broadcast Engineers and Technicians, is "company dominated".

The Board is investigating the charges. The case affects the National Broadcasting Company and the Blue Network.

NABET was certified last November as the collective bargaining agent for the platter turners - those employees who turn over the transcription records during broadcast programs.

The Blue Network and NBC said they could not bargain with NABET, because of Mr. Petrillo's threat of "economic pressure". The companies said Mr. Petrillo had threatened to stop the presentation of a Jack Benny show in December over the issue.

Joseph C. Padway, AFL counsel who asked that a decision be withheld, said that if the Board decision went against Mr. Petrillo the musicians' boss would take the case to court in "an endeavor to overrun the certification".

Martin F. O'Donohue, attorney for NABET, said there was "no issue" in the hearing, requested by Mr. Petrillo, because NABET had been certified and the companies had refused to bargain.

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"NOW PAUL STANDS WHEN BROADCASTERS COME IN", QUIPS PHIL

Noting the changed and informal atmosphere with the new Chairman of the Federal Communications Commission, Paul Porter, presiding at the Allocations hearings, and recalling the frosty attitude of former Chairman James L. Fly, who required the broadcasters to rise a la the Supreme Court when the Commissioners filed in, a late arrival asked Phil Loucks, counsel for FM Broadcasters, if Chairman Porter had made them stand at attention when he came in.

"No - it's different now", Phil replied, a large smile spreading across his face. "We make Paul stand while the broadcasters come in."

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RICHARD F. FROHLICH NOW HEADS ASCAP PUBLIC RELATIONS

Richard F. Frohlich, who for the past two years has served as assistant to the late Robert L. Murray, will carry on the work of the latter as Director of the Public and Customer Relations Department of the American Society of Composers.

Mr. Frohlich is a native New Yorker, educated in New York public schools, graduate of Collegiate School, and he obtained his B.A. degree from Columbia College in 1936, and Masters degree from Pulitzer Graduate School of Journalism at Columbia in 1937. In 1938-39 he was employed as reporter on New York Daily News. Mr. Frohlich went to the American Society of Composers, Authors and Publishers in 1939 as contact man with radio stations throughout the country.

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For Release After 1 P.M.  
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SOUNDS WARNING AGAINST POSTWAR OVER-CONFIDENCE

Warning against indifference and over-confidence with respect to postwar economic problems, Charles B. Brown, Advertising Director of RCA Victor, today (March 8) predicted that American business after the war will face "the toughest selling job it has ever known."

Addressing a luncheon of the Rotary Club in El Paso, Texas, Mr. Brown will assert that the full production program recognized as vital to a sound and prosperous peace can only be achieved through "an efficient, productive advertising and sales program which will move billions of dollars in merchandise at a reasonable profit to all concerned, from worker to investor."

"When we review the great strides of science during the past few years", he will say, "we are tempted to feel slightly heady about the triumphant postwar world they seem to guarantee. But we must ever be conscious of the distinction between scientific development for the specialized tasks of war and the reality of peacetime reconversion and production."

"Never before in our history has the economic problem been as complex and the burden on management as heavy as it will become in the postwar days ahead. American industry must produce and salesmen must sell continuously a volume of goods beyond anything that has ever been produced and sold before in America's peacetime history."

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## DINNER TO PAUL PORTER BY 4TH DISTRICT BROADCASTERS

Climaxing their meeting in Washington next week, the Fourth District of the National Association of Broadcasters (Virginia, West Virginia and District of Columbia Section) will give a dinner at the Hotel Statler Monday, March 12th, honoring Paul A. Porter, Chairman of the Federal Communications Commission. Mr. Porter will speak on "Broadcasting - Today and Tomorrow".

Prior to the dinner, there will be a cocktail party in the same hotel sponsored by the six Washington stations - WWDC, WINX, WMAL, WOL, WRC and WTOP.

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## S.W. BROADCASTS TO ARMED FORCES INCREASED MORE THAN 50%

Shortwave news and entertainment broadcasts to men and women of the Armed Forces overseas have been increased by fifty per cent. Shortwave transmitters on the East and West Coast now transmit more than 960 hours of Armed Forces Radio Service programs per week. Total weekly operation period at the end of 1944 was somewhat over 600 hours.

The additional broadcasts have been made possible by increased time allotments and the activation of new transmitters by the Office of War Information. Armed Forces Radio Service, a section of the Army Information Branch, Information and Education Division, ASF, writes and produces all of the shortwave programs except news, which is prepared by Army News Service.

Because of their popularity, news broadcasts predominate in these shortwave operations and account for the greater part of the enlarged service. Three other dominant classifications of these broadcasts are Sports and Special Events, Special Features and the "Re-creation of American Home Radio Schedules" overseas, via shortwave.

Currently, there are 1,529 newscasts per week, totalling 267 hours and 30 minutes - slightly more than 26% of the entire operation. News is broadcast every hour on the hour, 24 hours a day. In addition, there are also "slow" news periods of 30 minutes each, during which news is broadcast at "dictation" speed of 40 words per minute, to enable soldier and sailor operators of American Expeditionary Radio Stations overseas to pick up news items for local rebroadcast.

Col. Thomas H. A. Lewis, Commanding Office of AFRS, pointed out that frequently time differences cause peculiar situations. Shows scheduled to reach men on the other side of the International Dateline on Sunday have to be shortwaved from this country on Saturday, the day before.

The increase is made possible by the use of 17 transmitters, located on both the East and West Coasts, and covering 12 different beam areas, encompassing virtually the entire world and reaching men and women overseas of the Army, Navy, Marine Corps and Coast Guard.

The Armed Forces Radio Service itself is a combined operation with men and women of Army, Navy and Marine Corps on duty at the headquarters in Los Angeles.

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#### NEW YORK-BRUSSELS SERVICE RESUMED BY RCA COMMUNICATIONS

Direct radiotelegraph service between New York and Brussels was reopened Sunday by R.C.A. Communications, Inc., 66 Broad Street, New York City, it was announced by Lieut. Col. Thompson H. Mitchell, Vice-President and General Manager. He said that the circuit, now available for government and press messages for the first time since German occupation, will serve later as a means of contact and inquiry for persons in this country with friends, relatives and business associates in Belgium.

The restored circuit, operated at the Brussels terminus by the Belgian Telegraph Administration, is the third to be completed by R.C.A. Communications with liberated European capitals in eight months. Direct radio connection with Rome was resumed last June 13th, and the New York-Paris circuit returned to operation on September 16th.

"This is a visible outside demonstration of the liberation of Belgium - for a country is free only when it can communicate freely and quickly with the rest of the world", said Henri Fast, of the Belgian Information Center in New York.

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#### INDIANA CONSIDERS STATE FM EDUCATIONAL BROADCAST NET

Indiana's school system may be augmented by an eight-station chain of educational radio outlets, Dr. Clement T. Malan, State Superintendent of Public Instruction, said in Indianapolis.

Dr. Malan said the post-war project was contemplated by the State Department of Public Instruction and the United States Office of Education.

He said radio engineers suggested four low-power stations for each side of Indiana, all linked by cable. Schools equipped with frequency modulation receivers would tune in daily educational broadcasts.

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::: SCISSORS AND PASTE :::  
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Or Why John L. Lewis Shouldn't Do A Petrillo In Cool  
("Terre Haute Star")

The royalties, says Mr. Petrillo, will go to musicians who are not employed. (The War Labor Board found that "no present, important unemployment of musicians exists.")

What royalty actually means is that the companies are taxed by the union for the privilege of staying in business. Mr. Petrillo earlier had succeeded in taxing radio stations by forcing them to hire unneeded musicians. The government seems powerless to halt this private taxation.

Under the same laws there is no apparent reason why the garment and hosiery workers' unions, if they wished, could not collect royalties from makers of runless stockings, shineless pants and long-wearing fabrics. There is no reason why cleaning and pressing unions could not collect from the wrinkle-proof suit manufacturers for the same reason.

Mr. Petrillo wasn't around early enough to help the buggy makers collect royalties from the auto manufacturers, or aid the barbers' union in assessing the safety razor makers. But he has shown a later generation a successful pattern for penalizing scientific advancement in industry.

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He Ain't Kiddin'!  
("Variety")

FCC Chairman Paul A. Porter has given radio a new definition. During the hearings on the anti-Petrillo bill last week, he was asked by a member of the House Interstate Commerce Committee for a definition of a cultural program on the air.

"One that is seldom heard", cracked Porter.

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The New Signal Medium And Short-Wave Set  
("Army and Navy Journal")

The Signal Corps has completed development of a new radio receiver to be used for morale and recreational purposes and its distribution to troops overseas has started. The receiver, known as the R-100/URR, provides reception of medium and short wave broadcasts and operates from self-contained batteries or from alternating or direct current power sources. It will not be issued for use in continental United States except as specifically prescribed by the War Department.

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The President's Yalta Broadcast  
(John O'Donnell in "N. Y. Daily News")

In the press gallery F.D.R.'s voice was thin. Friends hoped that the radio engineers would strengthen its volume for the all-important audience of the air.



Would Make Permanent Use Of U.S. World-Wide Military Radio  
("Editor and Publisher")

While Canada inaugurated a shortwave broadcast of news and entertainment to the Dominion's troops overseas on a government-built station and Mexico disclosed plans for a 1,000,000-watt station to cover the entire country and most of Central America, the attention of Congress was focused this week on the \$250,000,000 system of communications which the U.S. armed forces have set up around the world.

This vast system, said Senator Burton K. Wheeler, Montana, Chairman of the Interstate Commerce Committee, "ought to be used to bring about reductions in transmission rates, particularly for the press. He put forward the idea in endorsing the Washington Birthday remarks of Senator Ernest W. McFarland, Arizona, whom he has recently named as Chairman of a sub-committee considering post-war international communications.

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Broadcasters' Code Easy to Understand  
(Edgar L. Bill of WMBD, Peoria, Ill., in "National Association of Broadcasters Bulletin")

After all, our NAB Code is a very simple document. Here is what it says in short. On news be truthful and unbiased. On controversial issues give, not sell, equally to both sides. On religion promote spiritual harmony and do not allow one race or creed to attack another. Limit commercial copy, be honest and use good taste. Remember radio is a great educational institution and make use of it for that purpose. On children's programs remember you are dealing with young impressionable minds so reflect respect for law and order, clean living, high morals, fair play, and honorable behavior.

And under the accepted standards of good taste, our Code tells us to cut out advertising of hard liquor, of any product that defies law, fortune telling and mind reading, matrimonial agencies, "dopester", tip-sheets, speculative finance, unfair attacks on competitors, and misleading statements.

In fact, all of these things are simple rules of good programming. We couldn't expect the public to be for us if we didn't practice these rules, could we? If we did not practice these rules, we could expect greater public regulations, couldn't we?

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Chile Grants Radio Concessions  
("Foreign Commerce Weekly")

The Soc. Chilena Radiodifusora S.A. was granted a concession by the Chilean Government to establish a short-wave-radio station in Santiago with two transmitters of 5,000 watts each.

The Soc. Radiodifusora "La Mercantil" S.A., has been granted a 30-year concession for a short-wave station, also to have two transmitters of 5,000 watts each. The Corporacion de Radio de Chile, S.A., also has been granted a 30-year concession to build and operate a short-wave station in Santiago with two transmitters of 5,000 watts each. Approval has been made of plans which contemplates the installation of a radio-telegraph transmitter in La Granja.

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TRADE NOTES

Gardner Cowles, Jr., President of the Cowles Broadcasting Corporation of Des Moines, Iowa, has been chosen as Chairman of the Planning Committee for a National Willkie Memorial Fund.

The first educational institution to become affiliated with the Television Broadcasters' Association, Inc., since the Association amended its By-Laws establishing educational memberships, is the Yale University Department of Drama.

The Blue Network and its affiliated stations will broadcast the ceremonies accompanying the Alfred I. du Pont Annual Radio Station and Radio Commentator Awards on Saturday, March 10, at 10:30 P.M., EWT. The awards, carrying cash prizes of \$1,000, hold approximately the same place in radio that the Pulitzer Prize awards hold in the newspaper field.

Radio broadcasters failed to win the right to active membership in the National Press Club in a referendum.

Decision for Shapiro, Bernstein & Co., Inc., by Judge John P. Hartigan in Federal Court was upheld by the Circuit Court of Appeals, 1st District, last week. Infringement suit of the ASCAP music firm against Stephen Widenski, owner of Stephen's Cafe, Pawtucket, R. I., was tried in July, 1943.

Legislation to require the registering of radio service men is increasing. The Radio Manufacturers' Association has been informed that a bill has been introduced in the Oregon Legislature to require the licensing of radio repairmen.

The Associated Press is now sending its news to papers and radio stations in India.

Invaluable service which an allied controlled station can perform in wartime is set forth in an article about Radio Luxembourg in Life of March 5th. In charge of Radio Luxembourg is Lieut. Col. S. R. Rosenbaum, of Station WFIL, Philadelphia.

Farnsworth Television and Radio Corporation - Nine months to Jan. 31: Net profit \$474,185 compared with \$681,834 for corresponding period of previous year.

The following has been sent out about Maurice B. Mitchell ("Mitch") recently appointed WTOP Sales Promotion and Press Information Director, successor to Howard Stanley who was promoted to CBS in New York:

"Honorably discharged from the Army, in which he served since late in 1943, 'Mitch' joins WTOP with a background of ten years in advertising, promotion, and publicity. 'Mitch' is married and has a two-year old son (who learned to walk while pop was learning to hike!). That's all . . . except - know where we can find an apartment?"



A newspaper cannot be compelled to accept advertising which it thinks discriminatory, Justice William H. Murray of the Supreme Court ruled.

Dismissing the action brought by Camp of the Pines, Inc., against The New York Times, Justice Murray held that the press had a right to edit or reject in good faith advertising copy submitted for publication.

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The Institute of Radio engineers is asking that the radio industry contribute \$500,000 to its building fund. Plans are to spend \$200,000 to purchase the new IRE building to be located in New York City, plus \$100,000 to remodel and furnish it, and then invest the remaining \$200,000 for the building's maintenance.

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Representative Sikes (D), of Florida discussing "Then and Now in Florida in 1845 and 1945" pointed to the fact that in 1845 the State had no telegraph office, no telephones and no radios but that in 1945 they had 115 telegraph offices, 271,960 telephones and 500,000 radios.

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Elder Solomon Lightfoot Michaux, colored evangelist speaking over WTOP, Washington, asked his flock to "lift your eyes to the top of the dial to WTOP and then on and on up to heaven."

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Robert Saudek, returning to the Blue after a leave of absence for overseas duty with the OWI, has been appointed Manager of the Sales Service Department.

Prior to his OWI assignment, Saudek was Assistant Eastern Sales Manager of the Blue, coming to the network from NBC when the Blue was separated.

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Chen Kuo Fu, Director of Government radio stations, said to the United Press in Chungking that eggs can be stood on end in China once a year and disclosed he had written a letter on the subject to Dr. Albert Einstein, a scientific scoffer.

This phenomenon occurs, Chen told Einstein, on the day spring begins in the Chinese lunar calendar. On that day, the surface of the sun toward the earth is largest, thus attracting eggs to stand on end.

Chen also believes the sun is not round. He said he had urged the scientist to "look into the matter and not consider it merely a Chinese joke."

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Large-scale television in color is included in a 10-year technical development plan for the British film industry, as outlined to the British Kinematograph Society recently, according to the British Press. Full development of the color film is expected at the end of the first 4 years, and in two more years the practical realization of commercial high-definition large-screen television, together with the means of providing and distributing television programs of special events will be reached. A further two years is needed, the report states, for the provision of large-screen television in color, with the final two years of the 10 bringing a practical solution of stereoscopic projection.

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