

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

INDEX TO ISSUE OF APRIL 14, 1942

Fly Praises Labor At C.I.O. Convention.....	2
Fair Employment Committee Commends Majestic Radio.....	5
Radio Dealer Price Computing Methods.....	6
To Guard Against Diathermy Sets As Enemy Senders.....	7
Need For Women To Do Radio Work With Armed Forces.....	7
Senators See Good Thing In Radio.....	8
New Pennsylvania Tube Plant For Hygrade Sylvania.....	8
"I Have The Radio".....	9
Trade Notes.....	10
Radio Already Has Proved Its Value, Says Winterbottom.....	11
Iceland Seeks U. S. Radios.....	11
All American Nets \$1,022,653.....	12
WLW Helps Listeners Locate Manila Prisoners' Names.....	12

No. 1420

April 14, 1942

FLY PRAISES LABOR AT C.I.O. CONVENTION

An optimistic view of the war labor situation was expressed by James L. Fly, Chairman of the Federal Communications Commission before the National Convention of the American Communications Association, C.I.O., at Atlanta, yesterday (Monday).

Mr. Fly said, in part;

"Our President is now our Commander-In-Chief in a world war which threatens not only our nation's security and our very lives but also all our freedoms, our way of life, and our living standards, as no previous war has ever done. There can be no question of the response of true American working men and women to the demands of our Commander-in-Chief in such a war. It is the whole-hearted and enthusiastic response of good soldiers of democracy who know that everything depends upon united and disciplined support of our great leader."

"Those are not my words, though I wish they were. They were not spoken by the head of a Government agency, a Senator, or a Congressman. Rather they are the words of one of the outstanding labor leaders of our time, respected by friends and opponents alike - Philip Murray. And I am sure that those words are echoed also by the rank and file of the Congress of Industrial Organizations for which he speaks.

"Philip Murray's statement augurs well for American unity in this war crisis. Translated into deeds both in battle and on the home front, it points the high road to victory. And it has a special significance for us who are concerned with communications.

"Pearl Harbor did not find American communications unprepared. As early as September, 1940, the President had established by Executive Order the Defense Communications Board, and empowered it to study and prepare plans for our various communications systems in the event of foreseeable military emergencies. Thus more than a year of preparation lay behind our current DCB and FCC moves to safeguard and to expand, or where necessary curtail, communications activities.

"The maintenance of instantaneous communications with our Allies abroad and with neutral countries is an absolute essential in waging war today. This is a world war, and international communications must be on a globe-girdling scale, continuously ready for emergency service. But cables can be cut, transmitters bombed, and radio circuits jammed. Accordingly the DCB, with the assistance of its special committees, undertook to study the establishment

of alternative circuits and the rerouting of messages when particular routes became unavailable. That pre-war planning now stands us in good stead. Though the map of the world changes like a kaleidoscope almost from day to day, message traffic continues to flow to points in the British Empire, Russia, and China, to Latin America, and to other strategic points. Domestic facilities, too, have been expanded where necessary for the war effort.

"What role is labor playing in this vast effort? Let's look at the record - a record of which all those concerned with communications, in labor, industry, and Government alike can well be proud.

"History will show that, long before Pearl Harbor, the C.I.O., the A.F. of L., and independent unions alike were united in their opposition to Hitlerism and Fascism in whatever form it arose. The 1941 convention of the C.I.O., for example, adopted resolutions calling for 'an all-out fight against Nazism', 'full aid to those nations so valiantly fighting Hitlerism', and - to implement those policies - 'the utilization of all avenues of mediation to peacefully settle labor disputes, and thereby maintain the highest degree of defense production.'

"Like the overwhelming majority of labor organizations, and like the overwhelming majority of American workingmen and working women, the American Communications Association, endorsed those policies wholeheartedly. 'We cannot afford', declared your national officers, 'to let those resolutions remain mere expressions of opinion. They must become part and parcel of the day-to-day activity of every local, "toward the end that by a mighty joint and unified effort, we shall have done our part to destroy Nazism and preserve for the future benefit of America our present free and democratic way of life!'"

"Then came Pearl Harbor. All of you, I know, are familiar with Joseph Selly's telegram of December 7 to the President of the United States, pledging all-out cooperation in the all-out war begun that day. The telegram was one note in the overwhelming chorus which arose from the American people when news of the attack came. Thereafter, immediate steps were taken to implement the pledge of December 7.

"First came the establishment of a basis for concerted war action among the communications unions themselves. Representatives of this union, the Commercial Telegraphers Union, the International Brotherhood of Electrical Workers, and the independent telephone unions, got together in the DCB's Labor Advisory Committee, and there ironed out any difference which might impede joint action in aiding the war effort. That conference of communications labor foreshadowed the full labor coordination proclaimed in Pittsburgh last week by William Green on behalf of the A. F. of L. and Philip Murray on behalf of the C.I.O.

"Also in January, the unions in the communications field pledged unqualified support of the Washington Conference program,

calling for the elimination of strikes and walk-outs and the peaceful settlement of all disputes.

"Labor in the communications industry has fully lived up to that policy. So far as I have been able to determine, not a single man-day, man-hour, or man-minute has been lost through any strike called in the communications industry. Indeed, not a single strike has been called. That is a record of which you may be justly proud, and I am glad that the Federal Communications Commission, and the Defense Communications Board played a part, though of course a minor part, in the conferences preceding the adoption of the no-strike policy in communications.

"Having achieved inner unity of purpose in support of the war program, labor's next step was to establish a basis of concerted action with management so far as war matters are concerned. This was achieved, you may remember, at joint meetings of the Labor and Industry Advisory Committees of the Defense Communications Board, which I called at labor's request. In those sessions, the representatives of labor - Griffith of the N.F.T.W., Watt of the A. F. of L., Allen of the C.T.U., Wimberly of the I.B.E.W., Selly of your own organization and their colleagues - sat down with representatives of management - Presidents Williams of Western Union, Chinlund of Postal Telegraph, Gifford of A. T. & T., Sarnoff of R.C.A., and others. The Committee meeting room adjoins my office, and I can assure you that during the whole series of conferences not one cry for help echoed through the corridors of the Commission, nor was a single bodily injury inflicted. On the contrary, there issued from the conference room a joint management-labor statement, the importance of which cannot be overemphasized as an aid to maintaining our communications facilities at peak efficiency throughout the war period.

"Let me in conclusion offer a bit of advice. It applies not merely to labor, but to government and management alike. That advice is: "Keep your eye on the ball." There are in America forces which seek to disrupt our unity. By arousing management against labor, labor against management, and both against government, they seek to substitute strife on the home front for war against our enemies. Such tactics must not prevail. They constitute 'the backwash of Fascism', against which we all must be on guard. The temptation to answer such attacks by similar attacks on others may be great; but it must be resisted. For in that way we play into the hands of those who would sow dissension. The best answer is to keep our eyes on the ball - to disdain such false issues, and to continue unhampered the one job which all of us have tackled - the winning of the war.

"This is going to be a tough war, yet we are a tough people. The government itself is determined to be as tough from here on out as the occasion demands. I know the communications employees are grimly determined and we shall do our part, whatever privation it may require."

X X X X X X X

FAIR EMPLOYMENT COMMITTEE COMMENDS MAJESTIC RADIO

Ten concerns having millions of dollars in war contracts were told to cease discriminating against available workers because of their race or religion, in "Findings and Directions" which they received yesterday (Monday) from the President's Committee on Fair Employment Practice.

One company, Majestic Radio Corporation of Chicago, was commended for its prompt action in correcting discriminatory practice in its hiring. According to testimony by H. A. Gates, Majestic president, he discharged two of his supervisory employees after he had checked and found the charges of discrimination made by the Committee to be valid. Mr. Gates took this action even before he appeared on the witness stand at the Chicago hearings.

The findings were based on hearings held in January in Chicago. Since then the Committee, of which Dr. Malcolm S. Maclean, President of Hampton Institute, is Chairman, and David Sarnoff, President of Radio Corporation of America, and Mark Ethridge, of Station WHAS, Louisville, are members, had studied the record before taking the action announced yesterday.

The companies involved in the Chicago area are: the Stewart-Warner Corporation, of which James S. Knowlson, of the War Production Board was formerly President, the Buick Aviation plant at Melrose, Ill., a unit of General Motors Corporation; the Bearse Manufacturing Company, Simpson Manufacturing Company and the Studebaker branch factory. Those in the Milwaukee area are: the Hordberg Manufacturing Company, A. O. Smith Corporation, Heil Company, Allis-Chalmers Corporation and the Harnischfeger Corporation.

The complaints filed against the several companies included allegations that they had refused to employ either Negroes or Jews, or both; that they had given restrictive orders to either public or private employment agencies, asking for only white or only Gentile workers; that they had advertised in newspapers for help and specified "Gentile" or "Protestant" or "white", or that they had refused to give workers of certain races and creeds opportunity for promotion in keeping with their qualifications.

X X X X X X X X X

Should the war continue into 1943, it is likely that rebuilt radio receiving sets will be promoted as never before, opine a number of department store buyers looking forward to the time when new sets no longer are available. These men believe department stores, which previously were unwilling to sell old sets to their regular clientele, probably will jump into the used set business enthusiastically when stocks of new receivers are sold - Sylvania News

X X X X X X X X X X

RADIO DEALER PRICE COMPUTING METHODS

Methods by which dealers are required to compute maximum retail prices for radios, phonographs, washing and ironing machines, and domestic cooking and heating stoves were reiterated in telegrams sent out Saturday by Price Administrator Leon Henderson.

The temporary regulations covering these appliances became effective March 19, 1942. Each order stipulated that the maximum dealer price for each appliance was to be the highest net price for which the individual dealer sold the same model on March 19. If no sale was made on that day, the highest net price the dealer received for the nearest previous sale must be used to determine the maximum price.

OPA explained that the price ceilings apply to each store individually and that the regulations do not mean that all stores must charge the same price for the same article. Each merchant, under the law, may set his price as high as, but no higher than, the top price he sold the same model for on March 19, or the top price he charged for it on the nearest previous sale if he did not sell that model on that date.

Information reaching OPA indicates that many dealers have misconstrued the pricing formula and are using the manufacturers' suggested retail prices as their ceiling prices. This is a violation of the regulations and must be corrected immediately. Manufacturers' suggested retail prices are established as the maximum prices in the case of household mechanical refrigerators and vacuum cleaners, covered by the permanent Maximum Price Regulations Nos. 110 and 111.

OPA has also been informed that many dealers have neglected to post conspicuously in their establishments the retail prices for these appliances as set forth in the regulations.

The telegrams covering these points were sent to about 500 manufacturers and trade associations who have been asked by OPA to cooperate in disseminating information about the price regulations to the dealers and distributors.

X X X X X X X X X

Three new relays designed especially for aircraft applications were light-weight, suitability for severe vibration conditions, and operation at high altitudes at rated current are of first importance, have been announced by the General Electric Company, Schenectady, New York. Consisting of a high-voltage relay, two single-pole relays, two two-pole, and two three-pole relays, these additions to the line of G-E aircraft relays are also applicable to tank installations.

X X X X X X X X X X

TO GUARD AGAINST DIATHERMY SETS AS ENEMY SENDERS

As a further precaution against the use of them by enemy aliens for transmitting short-wave code messages to Europe, the Defense Communications Board has taken steps to have the Federal Communications Commission register all the diathermy machines in the country. They number about 50,000. In doing this, the DCB does not have in mind curtailing the legitimate use of diathermy machines by physicians and others, but simply as a precautionary measure.

"We want to know exactly where the machines are", it was explained at the FCC, "and who has them. With very slight modification, these machines are capable of being used for transmitting enemy code great distances."

Further evidence of the fact that authorities are giving attention to this situation was that Hans von Leipel, a dealer in diathermy machines, in New York City, had been seized there Saturday by Federal Bureau of Investigation agents and taken to Ellis Island as an enemy alien.

Another prisoner taken by the G-men was Philliup Yoshio Kanuma, who was found to have a sizable store of short-wave radio transmitting and receiving equipment in his room at 24 Schermerhorn Street, Brooklyn. He was living at an address convenient to the Navy Yard and other points along the waterfront.

Von Lepel is a son of Egbert von Lepel, who was a pioneer in the development of high-frequency electrical apparatus.

It was pointed out at the Defense Communications Board that diathermy machines were not the only devices which could be used for subversive communication. There are thousands of amateur, police radio, aeronautical and other short-wave radio transmitters any one of which could be adopted to this purpose if in the hands of an enemy alien. It was said that any of the millions of broadcast receivers of listeners throughout the country could easily be converted into a transmitting set. This the informant said gave an idea what the DCB was up against in guarding against subversive short-wave transmission.

X X X X X X X X X

NEED FOR WOMEN TO DO RADIO WORK WITH ARMED FORCES

George W. Bailey, Chairman of the Radio Section of the Office of Scientific Research and Development, discusses the labor supply in connection with vital radio work in the war Saturday, April 18, CBS, 1:30 P.M., EWT.

Mr. Bailey tells of the need for trained radio men in the Army Signal Corps and in the Navy, and also discusses the part women may play in radio work where it is estimated a civilian army of at least 25,000 women is to be employed by the United States armed forces to operate radio locators and do other vital work in the field of radio.

X X X X X X X X X X

SENATORS SEE GOOD THING IN RADIO

Senators LaFollette (Progressive), of Wisconsin, and Clark (D.), of Idaho, are listed as Directors of a company that has applied for a license to operate a radio station in Republican Kansas, but parties concerned said that the move has no political significance and that there isn't a chance, because of priorities, that the station will be built during the war.

The Jayhawker Broadcasting Co. applied to the Federal Communications Commission in February for a license to operate a 1000-watt transmitter at Tecumsh, Kans., near Topeka, where the only radio station is owned by Senator Capper (R.), of Kansas.

Herbert L. Pettey, who served the National Committee (Democratic) as Radio Director before appointment as Secretary of the then Federal Radio Commission in March, 1933, and who now is General Manager of Station WHN, New York, is listed as President of the company.

William Dolph, Vice-President of Station WOL in Washington, is listed as Vice President on the application. Mr. Dolph is a brother-in-law of Mr. Pettey. Mrs. Helen S. Mark, widow of LeRoy Mark, late head of WOL, is carried as Treasurer.

Both Senators LaFollette and Clark said they purchased stock in the company simply because they thought it would be a good investment. They denied there was any connection between organization of the company - to compete with Senator Capper's station - and the 124,000 majority Kansas gave Wendell Willkie in the presidential election.

Herbert Bingham, company attorney, said the directors and officers were all "good friends" and were equal stockholders. He added that there wasn't a "Chinaman's chance" that the application would be approved by the Federal Communications Commission during the war.

X X X X X X X X X X X

NEW PENNSYLVANIA TUBE PLANT FOR HYGRADE SYLVANIA

The Hygrade Sylvania Corporation has recently purchased a new plant at Mill Hall, Pennsylvania, and are now in the process of putting it into shape for their use in the manufacture of radio tubes. They hope to have this plant in operation within a few months and it is understood that they will employ a large percentage of female operators.

Mr. C. A. Haines, who has been Superintendent of the Salem Tube plant, will be in charge of operations of the plant.

X X X X X X X X X X X

"I HAVE THE RADIO"

"So remarked Mayor F. H. LaGuardia in an interview on his press relations with Mrs. Dorothy Backer, the new publisher of the New York Post. It was a curious interview ", the Editor & Publisher reports and continues, "for the Mayor not only asked the questions, but answered them with a stenographer at hand. He declared that his relations with the New York press were very bad, that he permitted pictures because photographers cannot lie, but barred reporters from most of his functions because they have not, in his opinion, presented a fair picture of his administration. And when the newspapers don't perform to His Honor's satisfaction, his answer is 'I have the radio'.

"To be sure, he has, but what have his 7,000,000 constituents in New York City? They, too, have the radio. It is the city's radio, paid for out of taxes, and the Mayor can use it whenever he wishes and for as long as he wishes. He can talk on uninterruptedly, without fear of a rude question from a curious reporter who wants more information than His Honor wishes to reveal at the moment. Radio doesn't talk back.

"It is a curious situation. The Mayor's main quarrel is not with the publishers or the editors or managing editors. It is with the men who cover City Hall. With few exceptions, editorial comments upon his long administration have been friendly and favorable. The same is true, we should say, of the majority of news reports - written by the men with whom he bickers. We have noted the writings of one or two men who evidently carry on a personal feud with him, but they aren't typical of the mass.

"Mr. LaGuardia, we believe, is an excellent and honest public official. He is also a politician, and none is more adept at the political game. He has never been objective in his approach either to personal or political questions and he doesn't believe in half-measures. When a Commissioner offends, he is fired, not 'permitted to resign'. When the reporters get under his skin, he suspends all press conferences - even though he thereby feeds the stream of conjecture and surmise, based on lack of the authentic information which he alone can supply, that caused the initial troubles.

"Mr. LaGuardia may be content to have the press against him - which it isn't - so long as he has his own air channel. We doubt very much that he would care to debate the press vs. the radio as a sound informational foundation for lasting democratic institutions."

X X X X X X X X X X

:::
 ::: TRADE NOTES :::
 :::

The Magnavox Co., Inc., Beuter Road, Fort Wayne, Ind., has stipulated with the Federal Trade Commission that it will cease representing that the sound-slide-film projectors or equipment it manufactures are the most powerful made.

 The War Production Board has issued an interpretation of Limitation Order L-21-a, which restricts the production of automatic phonographs and weighing and amusement machines.

 Presented in cooperation with the U. S. Treasury Department to aid the sale of War Savings Bonds, the First American Opera Festival will be heard nationally over WOR and the Mutual network every Thursday evening at 8 P.M. Seven outstanding American operas - composed and written by Americans and sung by Americans - and all, with one exception, based on the American scene, will be produced in complete one-hour radio versions.

 Charles L. Weis, Jr., 41 years old, a television engineer employed by the Bell Telephone Laboratories, died in New York Monday. Mr. Weis had been connected with the development of high frequency multiple telephone systems, the coaxial telephone and television cable between New York and Philadelphia and with wire television transmissions.

 Somebody at RCA Manufacturing Company had his thinking cap on in making such a big thing of the last radio leaving the assembly line and presenting it to F.D.R.'s Warm Springs project. The event received tremendous publicity which culminated in pictures of it being shown in the Trans-Lux and other newsreels.

 John W. Elwood, who has been in charge of the International Division of the National Broadcasting Company, has been transferred to the Pacific Coast Division.

 Heralding the return of live subject telecasts to Don Lee television, the Thomas S. Lee station W6XAO last Saturday night featured Frances Triest of the American Red Cross, whose talk and novel demonstration with costumed dolls illustrated what that welfare group is accomplishing in the present crisis.

 In all places using coin operated phonographs, or when new coin operated phonographs are installed, an added installation can be easily made which is very important at this war time, by connecting the output of the small radio generally found in these places to the amplifier of the coin operated phonograph, with a switch at the radio so that News Bulletins, Air Raid warnings, and important addresses can be given to the customers through the full clear coverage of the phonograph amplifier and speaker - Sylvania News.

X X X X X X X X X X X

4/14/42

RADIO ALREADY HAS PROVED ITS VALUE, SAYS WINTERBOTTOM

Radiotelegraphy, playing a leading role in all theaters of the war, already has proved its value on many battle-fronts, William A. Winterbottom, Vice-President and General Manager, of R.C.A. Communications, Inc., writes in the April Radio Age. The direct overseas radio circuits of R.C.A. Communications, Inc., have increased in number and importance since hostilities began, and they have given the United Nations advantages and safeguards the Allies of the first World War did not have - a system of international communication that is not restricted in use to the fixed ends of an electrical conductor, and that is free to move about in following the shifting tides of war.

Radio has made the United States the communication center of the world. At the outbreak of hostilities in August, 1939, RCAC operated forty-one direct international radio circuits from continental United States. Fifteen of them, to enemy countries or countries occupied by the enemy, have been suspended, but twenty-one new ones have been added. Among these are direct circuits to Iran, Egypt, Martinique, Finland, Australia, New Zealand, Greenland, China - all areas of strategic importance. What areas, indeed, are not important in a universal war? A world-wide war demands dependable world-wide communication, and such a system can be afforded only by radio.

X X X X X X X X

ICELAND SEEKS U. S. RADIOS

The importation and distribution of radio equipment in Iceland is under the control of the Iceland State Monopoly of Radio. The Monopoly, however, does not buy, and has never bought, exclusively from one foreign supplier, a Commerce Department bulletin explains. As private firms or companies are not permitted to import radios or parts, the Government undertakes, with certain reservations, to import the types of receiving sets desired by the subscribers. It keeps a record of all sets imported and purchased, and the names of the purchasers.

A representative of the organization is in the United States to place an order approximating \$34,000, but whether or not it can be filled, or just what it covers, is unknown. It is possible that not all of the organization's needs have been filled, and offers by United States manufacturers would be welcomed, the Commerce Department states.

X X X X X X X X

4/14/42

ALL AMERICAN NETS \$1,022,653

Consolidated net earnings of All America Corporation, which controls All America Cables and Radio, amounted to \$1,224,362. The full 4 percent interest will be paid on May 1, to holders of such Income Debentures, Series A and Series B, of record April 20, 1942. Consolidated net income amounted to \$1,022,653.

The operations of Commercial Mackay Corporation and subsidiaries resulted in a consolidated net loss, calculated on the basis set forth in its Indenture, in the amount of \$48,582, and it was announced that no interest is payable on its Income Debentures for 1941. The consolidated net loss, after deducting interest accruing on the Income Debentures at the full rate of 4 percent per annum, amounted to \$450,136.

All America Corporation controls All America Cables and Radio, Inc. and Sociedad Anonima Radio Argentina, and Commercial Mackay Corporation owns The Commercial Cable Company and the Mackay Radio and Telegraph Companies.

X X X X X X X X X X

WLW HELPS LISTENERS LOCATE MANILA PRISONERS' NAMES

The WLW News Department, by Jay Sims and Gregor Ziemer, two newsmen of WLW of Cincinnati, offer to check the names of relatives against the list of 1500 American civilians taken prisoners by the Japanese in Manila.

The result of this announcement was instant. Phone calls came in before the first show was off the air. Telegrams followed. Then the mail came pouring in. During the first few hours more than 50 names were checked and reported, either by phone or mail. By the end of the first day in excess of 300 requests were received. The ultimate total exceeded 1000.

At first the AP relayed the names received to Columbus, Ohio, where they were checked by the State wire. Later, when it was learned that Bob Harris, city editor of the Cincinnati Times Star was in possession of the only local list, a WLW staff member was detailed to check all names sent into the station with the newspaper list. All requests were answered.

X X X X X X X X X X