

HEINL RADIO BUSINESS LETTER

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July 21, 1942

MORE RADIO LABOR PLANT GROUPS; UPGRADE NEGRO DRIVE ON

One thousand American plants now have labor-management committees conducting War Production Drives, including many radio and communications manufacturing concerns. Also the United Electrical Radio and Machine Workers, C.I.O., is conducting a concerted drive for the employing and upgrading of Negro workers in organized plants in Pennsylvania, New York and Connecticut, Chairman Paul V. McNutt of the War Man Power Commission is informed.

The President's Committee on Fair Employment Practice, of which Mark Ethridge of WHAS, Louisville is Chairman, and David Sarnoff of the Radio Corporation of America is a member, last week was advised by William Green, President of the American Federation of Labor, that two cases of complaint of Negro discrimination against the Houston, Texas, and the Durham, North Carolina, Local Lodges of the International Association of Machinists have been satisfactorily adjusted.

Labor-management Committees are now reported to be active in 25 Westinghouse plants, 10 General Electric plants and establishments of the following other concerns: Mackay Radio & Telegraph Company, San Francisco; Western Electric Company, Chicago and Kearny, N.J.; Farnsworth Television & Radio Corporation, Fort Wayne, Ind.; Magnavox Company, Inc., Fort Wayne; RCA Manufacturing Company, Camden, Indianapolis and Bloomington, Ind.; Bendix Radio Corporation, Baltimore, Md.; American Bosch Corporation, Springfield, Mass., Harvey Radio Laboratories, Cambridge, Mass.; International Telephone and Radio Manufacturing Company, East Newark, N. J.; National Union Radio Corporation, Newark, N. J.; Colonial Radio Corporation, Buffalo, N.Y.; Emerson Radio and Phonograph Corporation, New York, N. Y.; Stromberg-Carlson, Rochester, N. Y.; U. S. Television Manufacturing Co., New York, N. Y.; Crosley Corporation, Cincinnati, Ohio; Hugh Eby, Inc., Philadelphia, Pa., and the Philco Corporation, Philadelphia, Pa.

At the start, the drive encountered some sceptics. Fears were expressed that the drive would permit workers to interfere with management, or that it would enable management to employ the 'stretch-out' or other practices diminishing workers' pay", the WPB bulletin states.

"These fears vanished as the drive got under way. Endorsements came from AFL and CIO leaders and from employers' associations. As reports came in of better understanding between employers and labor and of rising production records, more and more plants joined in the drive, until today there are 1,000.

"Production is increased almost entirely by joint labor and management planning. In these thousand plants, workers and managers sit down together and map the method by which more and better war weapons can be turned out. To facilitate this, score-boards are set up, slogan contests conducted, suggestion boxes erected, transportation plans devised, and individual merit is recognized. War Production Drive Headquarters supplies posters, streamers, pamphlets and a constant flow of suggestions.

"Of the first thousand plants, 353 reported on slogan contests, 320 on the erection of production charts, 370 on suggestion boxes and 123 on transportation pools. Reports have not been mandatory and the number of plants in which these activities are in progress is believed to be much larger.

"Many increases in production have been reported to War Production Drive Headquarters, of which 40 have been outstanding. Plants have reported breaking as many as 30 production records in one month."

In Houston, the President's Committee on Fair Employment Practice was informed that Machinists had issued a card calling upon whites to join that organization in order to oppose the admission of Negroes into skilled trades. At the insistence of Mr. Green, H. W. Brown, International President of the International Association of Machinists took action to discontinue the use of these cards.

In Durham, N.C., the local lodge had advised L. L. McClintock, General Manager, Wright's Automatic Tobacco Packing Machine Company that Lodge No. 721 of the International Association of Machinists "admits to its membership only competent, white candidates. It would, therefore, be impossible for your company to employ in the mechanical departments persons of other race than white under the terms of the contract you hold with our Lodge". H. W. Brown, the International President, has advised the Durham Lodge that there must be no discrimination and has directed the officers of the Lodge to withdraw its letter to Mr. McClintock.

According to Paul McNutt's announcement, the United Electrical Radio and Machine Workers of America has unanimously adopted a program submitted by its Negro Affairs Committee. This program, which covers 40 plants under contract to the Union stipulates:

"1. That we seek to secure, through the Fair Employment Practice Committee, set up by the President, written letters from the employers to the effect that they will employ minority groups, including Negroes. The local unions involved shall receive copies of the above-mentioned letters.

"2. In plants where no Negroes are now employed, their employment shall be encouraged in such a manner that upgrading is possible.

"3. In plants where Negroes are now employed, the upgrading process shall be encouraged.

"4. Departmental meetings shall be held to educate in the direction of infiltration of Negroes into classifications where they have never been employed before.

"5. Unions and management shall hold meetings to determine the departments where Negroes can best be employed with the least amount of disruption, the policy to be established by this Committee.

"6. Periodic meetings shall be held to discuss the progress of the employment of Negroes and their effect on production in general."

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FTC LANDS ON D. C. PRESS RADIO SERVICE

A complaint issued by the Federal Trade Commission charges Joseph Cohen, trading as Press Radio Service and as Press Supplies, 713 Otis Place, N.W., Washington, D. C., with misrepresentation in the sale of so-called press supplies, including press cards and automobile press tags which he represents as entitling the holder to pass through police and fire lines and to receive the courtesies and privileges extended to regular newspaper correspondents.

Cohen has an address for receiving mail at 1934 Eleventh St., N.W., Washington, D. C., which is the location of a secretarial service bureau.

Contacts with prospective purchasers, the complaint charges, are made by the respondent through advertisements in newspapers and periodicals and by means of circulars and letters, one such advertisement reading: "The card will get you through police and fire lines and secure for you the same courtesies extended regular correspondents."

Other representations allegedly made by the respondent are that he has employment to offer amateur writers and photographers and can assist them in securing publication of their work.

Alleging that the respondent's representations are false and misleading, the complaint charges he is not connected with any press association or newspaper syndicate, does not have employment to offer, and has no means of assisting and does not attempt to assist amateur writers to profitably dispose of their work.

The complaint further alleges that the respondent's press cards ordinarily do not pass the holders through police and fire lines and that in cases where the cards are honored it is because the police or other officials are deceived into believing that the bearers are accredited representatives of the press. According to the complaint, the respondent performs no function for press or radio.

The respondent is granted 20 days to answer the complaint.

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FCC HEAD AROUSED OVER PETRILLO BAN

Responding to protests from Senator Vandenberg, of Michigan, printed in more detail in another part of this letter, and from Dr. Joseph E. Maddy, head of the camp, against the banning of the National High School orchestra from the Interlochen music camps by James C. Petrillo, President of the American Federation of Musicians, James L. Fly declared last Monday that the matter would be thoroughly investigated. Students at a mass meeting at the camp also sent an appeal direct to President Roosevelt.

"Of course it is a matter which we view with very serious concern", Mr. Fly said, discussing the situation. "Any time that these significant public service programs are barred from the air, we have to that extent a breakdown in the very service which stations are licensed to render to the public, and naturally we are gravely concerned with any situation or any activity which will preclude these stations from discharging their duties to the public. I think it is not the most fortunate circumstance that this particular meritorious program was taken as the point of impact and imposition of this type of prohibition.

"There is a much broader phase to this situation, however, and if that is carried to its logical extremity, it would be a great impairment to radio broadcasting throughout the country. I am referring now to the possibility that the production of transcripts and recordings will be eliminated or impeded. Such action would gravely burden the entire broadcasting industry and would make it well nigh impossible for the great majority of the small and independent stations to operate. I think that the independent stations use transcriptions and recordings over, roughly, about 60 percent of the broadcast day. This they must do because of two very obvious limiting factors: One is the absence of adequate local talent and the other is economic limitations. Most of these small stations cannot hire live talent throughout the day and any requirement that they do so would simply drive them out of business. It is also true that even the stations affiliated with the national networks use transcriptions and recordings a substantial percentage of their time, though not nearly as much of the time as is thus consumed by the independent stations.

"We have also received, I think, a third type of complaint and that is there be some restrictions on or elimination of the work of negro musicians. I haven't received any statement of facts on this situation although I imagine that we will, and of course that in itself would create pretty serious question as to whether any broad class of American people should be forbidden employment in the broadcasting business.

"Have negroes actually been barred?" the Chairman was asked.

"I have not got the facts on that, but I imagine we will", he replied.

"Can you tell us what State,"

"I don't know", Mr. Fly said. "That has come to me through governmental sources and I imagine I will hear more about it shortly. Now as to what will be done about the whole situation - naturally that is something that I can't answer off-hand. That the situation is grave goes without further argument. However, I shall recommend to the Commission that we make a factual study of the broad situation and have an examination of the legal problems as a basis for determination what the Commission may do and should do about it."

"Can you give us any inkling as to the avenues of operation or what can be done?" someone inquired.

"I haven't got the answers on that yet. That is in the exploratory stage. I want to study the problem. In fact, we are studying it now. I have no doubt that the Commission will authorize an inquiry into it factually and legally, but I can't conjecture as to what its conclusions would be on the facts and on the merits of different issues or as to what will be done."

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SENATOR SAYS PETRILLO RAISES QUESTION "HOW FREE IS AIR?"

Addressing the Senate, Senator Vandenberg, of Michigan, declared that the Petrillo ultimatum with regard to the student orchestra broadcasts "raises rather a fundamental question as to just how free the airways are". Mr. Vandenberg also read a letter of complaint he had just addressed to Chairman Fly of the Federal Communications Commission on the subject.

"Last week the National High School Orchestra at the National Music Camp at Interlochen, Mich., was driven from the air in a concert broadcast which it has been making for the last 19 years, as the result of a protest by Mr. James Caesar Petrillo, President of the American Musicians Union, on the ground that the performance by these amateurs was interfering with professional employment", Senator Vandenberg said addressing the Senate.

"This has raised a very interesting issue, which goes to the very fundamentals of American musical culture, because it is generally admitted that the National Musical Camp is the greatest single adventure in the development of musical culture in the country. This orchestra represents the competitively chosen best high school musicians of 40 States in the Union. None of these young musicians is old enough to belong to Mr. Petrillo's union, even if he so desired. They represent an entirely non-professional performance, yet they represent a performance which the musical circles of America universally recognize as one of the great contributions to American art."

Senator Vandenberg's letter to Chairman Fly follows:

"I respectfully suggest that the Federal Communications Commission should inquire into the intolerable situation presented to the country when Mr. James C. Petrillo, President of the American Federation of Musicians, can force the National Broadcasting Co. to suspend a broadcast by the National High School Orchestra from their famous camp at Interlochen, Mich. I know nothing about the contract between the musicians' union and the National Broadcasting Co., upon which this interference apparently is technically based, but I understand the union's general position is that whenever amateurs occupy the airways, 'it means less work for professionals' (Petrillo's language quoted by the Associated Press). But I respectfully submit that this raises an issue which transcends the employment of a few professional musicians. In the final analysis, the radio belongs to the American people, and their rights are primary.

"The National High School Orchestra at Interlochen is one of the great cultural institutions of this country. It has probably done more to foster effective musical interest and development among the youth of America than any other single instrumentality in the land. Even the professional musicians for whom Petrillo presumes to speak, ought to share the national interest in this tremendous wellspring of musical culture and musical enthusiasm. But whether they do or not, I respectfully submit that there are millions of other Americans who are entitled to a priority in the matter of protecting the encouragement of the arts.

"The broadcast which Mr. Petrillo canceled was to have been made by an orchestra consisting of 160 boys and girls from 40 different States in the Union. They have been competitively chosen from among the most talented young musicians in all the High Schools of the land. They represent a primary cross section of the musical hope of America for tomorrow. The greatest concert conductors in the land make an annual pilgrimage to the National Music Camp at Interlochen, Mich., and enthusiastically contribute their services in leading these concerts. The concerts are of the highest possible musical order. For 12 years this amazing adventure in musical development has been proceeding under the unselfish direction of Dr. Joseph E. Maddy of the University of Michigan. It is one of the great youth movements which has prevailed to unexampled success without the necessity of any national subsidies from the Public Treasury. I know whereof I speak at first hand, because I have visited Interlochen many times, and I have been charmed beyond words at the superb achievement which has there been accomplished.

"For 12 years these high school boys and girls from all over the United States have broadcast their weekly concerts. It has been one of the great cultural contributions to radio. But now comes Mr. James Caesar Petrillo to say that his union will no longer allow these young musicians to be heard upon the airways of an allegedly free country. I am unable to believe that any such attitude reflects the viewpoint of the average member of Mr. Petrillo's union of musicians. It is my observation that most professional

musicians welcome and encourage Dr. Maddy's constructive work. The musicians' union has its proper place in organized labor and in the legitimate protection of the rights of its membership. But I respectfully submit that it crosses the line of tolerance when it makes war upon the National Music Camp at Interlochen; and I pose the question to you whether this problem does not rise to the dignity of a challenge which the Federal Communications Commission should explore in behalf of free American culture."

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BWC LISTS CRITICAL COMMUNICATIONS OCCUPATIONS

Making no recommendations of its own, the Board of War Communications announced yesterday (Monday) that lists of critical occupations in the communications industries have been forwarded to the War Manpower Commission, the Selective Service System and the United States Employment Service for such use as these agencies may find.

Separate lists for each of the different types of communications show 23 classes of critical occupations for cable companies, 45 classes for telegraph firms, 51 classes for telephone organizations, 48 classes in the various sub-divisions of commercial radio-communications services, 15 classes in international short-wave broadcasting and in standard broadcasting there are 6 classes of technical workers and 3 classes of skilled personnel in program departments.

The agencies were told "The Board does not feel that it is in a position to consolidate these lists for the entire communications industry due to the fact that the nomenclature of positions and the principles applied in the inclusion or exclusion of positions have been different in the various branches of the industry."

It was suggested that the industry and labor representatives on the Board's Joint Labor-Industry Subcommittee should consult directly with the Government agencies in supplying detailed information on the functions performed by persons in the listed positions. Members of the labor representatives are: Paul E. Griffith of the National Federation of Telephone Workers, for telephone workers; Joseph P. Selley of the American Communications Association, for telegraph workers, and Robert J. Watt of the American Federation of Labor, for radio workers. Industry representatives are: Keith S. McHugh of American Telephone and Telegraph Company, for telephone; Ellery W. Stone of Postal Telegraph, for telegraph, and Dr. C. B. Jolliffe of Radio Corporation of America, for radio. Sidney D. Spear of the Federal Communications Commission will assist the subcommittees and perform necessary liaison on this work for the Board.

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WAR BOARD FORMS RADIO REPLACEMENT PARTS COMMITTEE

The formation of a Radio Replacement Parts Committee by the War Production Board, with Frank H. McIntosh, Chief of the Radio Section Communications Branch as president officer, was completed Monday. Its members are:

James P. Quam, President, Quam-Nichols Co., Chicago, Ill.; T. A. White, Vice President, Jensen Radio Manufacturing Co., Chicago, Ill.; Ray F. Sparrow, Vice President, P. R. Mallory & Co., Indianapolis, Ind.; Octave Blake, President, Cornell-Dubilier Electric Corp., South Plainfield, N. J.; I. A. Mitchell, United Transformer Corp., New York, N. Y.; Victor Mucher, General Manager, Clarostat Mfg. Co., Brooklyn, N. Y.; Ernest Searing, President, International Resistance Co., Philadelphia, Pa.; Jerome J. Kahn, President, Standard Transformer Corp., Chicago, Ill.; R. C. Sprague, President, Sprague Specialties Co., North Adams, Mass.; F. R. Hopkins, Girard-Hopkins Co., Oakland, Calif.; F. P. Kenyon, President, Kenyon, Transformer Co., Inc., New York, N. Y.; W. M. Kohring, Vice President, Continental Carbon, Inc., Cleveland, Ohio, and Edwin I. Guthman, President, E. I. Guthman & Co., Inc., Chicago, Ill.

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ELECTRIC HEAT RIDS TRANSMITTING ANTENNA OF ICE

Electric heat has been used successfully by frequency-modulation station W51R, Rochester, N. Y., to prevent ice from forming on its transmitting antenna located atop one of Rochester's down-town buildings, the General Electric Company has just announced.

The antenna consists of two sets of hollow crossed arms mounted one above the other on a mast in a horizontal plane. Any icicles forming on these arms would endanger automobiles, pedestrians, and windows, since the antenna is mounted close to the edge of the building. To prevent the formation of ice, a four-foot General Electric Calrod heater has been built into each of the cross arms. The current to the heaters is turned on automatically when the temperature is within the sleet-forming range of 28 - 32 F.

This is accomplished by two thermostats mounted on the mast of the antenna. Both thermostats must be closed in order for the heaters to work. It is impossible for the heaters to function outside the temperature range of 28 - 32 F since one thermostat closes when the temperature falls below 32 degrees and the other opens when it falls below 28 degrees.

During the past winter, there were several ice storms in Rochester, but at no time did ice form on the antenna.

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MUSICIANS OBEY PETRILLO'S ORDERS TO GO OFF THE AIR

As had been expected, Union members of the Himber and Powell dance bands obeyed the Petrillo order to cancel their after-midnight National Broadcasting Company broadcasts. The order was given as a blow to Station KSTP of St. Paul, the Minneapolis outlet of the NBC network which has refused an American Federation of Musicians demand that any musicians who work at the station as long as four weeks be given a guaranty of a year's salary. The Himber and Powell bands were ordered off the network on the grounds that KSTP could pick them up from New York if they were allowed on the chain.

Stanley Hubbard, President of Station KSTP, sent the New York Times, the following telegram Monday:

"During a time when the entire civilized world is engaged in a battle against the worst form of tyranny ever known - Hitlerism - the radio industry, which is giving its time, ingenuity, and men to America's tremendous war effort, is beset by a form of tyranny which in its own selfish, domineering, the public-be-damned way, is as cruel and brutal as Hitlerism itself.

"I speak of Petrilloism. James Caesar Petrillo has become the fuehrer of 30,000 musicians in this country. He has grown powerful and rich by the exercise of an iron hand by which he now attempts to wreck an entire industry.

"This is his first step in a program of subjugation of radio, his next step will be whatever he thinks will accomplish his dictatorial purposes. By pressing a buzzer on his desk he can deprive eighty million Americans of radio entertainment and throw 130,000 musicians out of employment even though they may be completely satisfied with their present jobs.

"Effective August 1 no musician can play for phonograph records to be played in your neighborhood place of entertainment. Popular music is to be limited to those who can afford to pay for cover charges and expensive surroundings. Fine for the soldiers on \$50 a month, isn't it?

"That is the kind of power Fuehrer Petrillo wields today - a power that pays him some \$46,000 every year. That is the power and that is the man, and that is the kind of outrageous tyranny which we and the other radio stations in this country who wish to see that democracy and freedom are not stifled at home while our armed forces are battling for them abroad are fighting."

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::: TRADE NOTES :::
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As a bit of gossip, Leonard Lyons, the columnist, writes:

"Turner Catledge, who was formerly in the New York Times Washington Bureau before he became Managing Editor of the Chicago Sun, may return to Washington -as Neville Miller's successor as head of the National Association of Broadcasters.

 In designating a strip of the Atlantic seacoast within 200 miles of the Atlantic Ocean as "a vital defense area", Lieut. Gen. Hugh A. Drum has ordered that all civil airplanes operating within thirty miles of Washington, D. C., Norfolk, Va., Charleston, S. C., and Boston, Mass., as well as New York City radio range stations shall make certain that no passenger can see the ground until the aircraft has landed or has reached a point beyond this thirty mile limit. These planes must also give a complete description of the radio equipment carried.

 The Brazzaville radio at Fighting France (Free French) headquarters was heard by U. S. Government listening posts broadcasting first reports of demonstrations inside France on Bastille Day, July 14, the Office of War Information announced.

 Leading the next network by 39% in total evening commercial program ratings, NBC came within 1% of earning as many CAB program rating points as all other networks combined in the first six months of 1942, according to an analysis released by NBC's Research Division.

 "The realignment which Donald Nelson has made is a paper realignment", David Lawrence comments. "It does not tackle the root of the difficulty. The head of the War Production Board has the confidence of the Army and the Navy and they do not want to see him supplanted. They want him to do the job and they want a voice for the military side to be right alongside of his top executives so that the orders issued will get results right away.

"What is needed is a firmness and a sort of hard-boiled military attitude in getting action from the civilian side. There has been too much coddling, pampering and temporizing already. It is a strange commentary on current happenings in America that the military, which is supposed to be fighting the war, cannot sit down with the civilian side and get what it wants for the soldiers and sailors and airmen who are constantly calling for weapons and munitions at the front."

 By a count of approximately two to one, New York's urban and suburban population was said to have voted a definite preference for fifteen-minute news periods to news shows of five or ten minutes in length. The conclusion is based, a press bulleting explains, on 12,000 personal interviews made recently by Crossley, Inc. for WOR's Continuing Study of Radio Listening in Greater New York.

Final details of the nation-wide advertising campaign, designed to help stimulate the flow of scrap metal into war production, have been approved by Lessing J. Rosenwald, Chief of the Conservation Division.

In addition to newspaper advertisements in every State it was said that radio, the farm press and magazines would be used.

Mr. Rosenwald's approval followed conferences with members of the American Industries' Salvage Committee, sponsors of the \$2,000,000 campaign. The committee, made up of representatives of American industry, was organized by the industries concerned at the suggestion of the Conservation Division. The committee has raised the fund to finance the campaign and is responsible for the selection of the advertising and publicity mediums used.

The WOR Promotion Department has released two new booklets. The first, "Pegeen Prefers" presents facts and figures on the results Mrs. Fitzgerald has achieved on her series by that name.

"Big Sales in Small Packages", the second booklet presents the success stories of advertisers using short time periods on WOR.

As the new CBS 15% discount plan went into effect last week, a preliminary survey showed that 74 individual CBS affiliates have benefited by the plan and 181 and 1/6 station hours have been added to the network commercial schedule. The new plan allows a 15% discount for programs using the complete CBS network.

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BRITISH 1941 RADIO PRODUCTION LOW

Production of radios for the United Kingdom's civilian market was low in 1941, the Commerce Department reports, but manufacturers are reported to have made substantial profits, principally because of large Government contracts. Between 125,000 and 200,000 radio sets will be completed in 1942 for civilian use, however, according to estimates, and, in addition, approximately 80,000 sets may be exported; 1941 exports totaled approximately 62,200 sets.

Ninety percent of the homes in Great Britain are said to be equipped with radios at present. The number of radio licenses issued during the past 5 years is shown in the following table:

1937	8,480,822	1940	8,904,177
1938	8,908,366	1941	8,625,579
1939	8,947,570		

Radio tubes likewise were not available in sufficient quantities in 1941 to meet all civilian demands, but the capacity of the tube industry is being increased, and it is believed that 1942 production, together with imports, will be adequate for all essential needs.

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