

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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

INDEX TO ISSUE OF DECEMBER 1, 1942

Radio Escapes Criticism In Censorship Lashing.....	1
Predicts A. T. & T. Will Fight Back On Long Lines Rates.....	2
Senate Committee Postpones Petrillo Hearing.....	3
Gen. Saltzman Fired Back The Christmas Presents.....	4
Fly Queried On Various Matters At Press Conference.....	5
Newspaper Radio Column Space About Same In Wartime.....	5
NAB New Home In Historic Neighborhood.....	6
Yanks Took Radio Station Into Africa.....	6
Congress Sharpens Its Axe For Questionnaires.....	7
Amateur Emergency Net In Capital.....	7
Men Of Higgins Broadcast Over Short-Wave To Axis.....	8
Trade Notes.....	9
Crosley Triples Production In War Effort.....	10
Order Reemployment Of Jehovah's Witnesses.....	10

No. 1484

December 1, 1942.

RADIO ESCAPES CRITICISM IN CENSORSHIP LASHING

Although attacks on censorship seem to have broken out anew, there has been as yet no complaint against the broadcasters. Senator Nye, of North Dakota, proposed a Congressional investigation of censorship, adding: "If we aren't careful, people won't believe anything they read. There is no room for censorship that goes as far as it has been going." Senator Norris, soon to seek greener pastures, agreed. Neither Senator, however, mentioned the radio. The criticisms have included charges that for political reasons - especially since the recent elections - the Office of Censorship has clamped down more rigidly on the dispatches which foreign correspondents have sought to file for their newspapers. The statement has been made that a censorship advisory board, headed by Postmaster General Frank Walker, has undertaken to tell Mr. Price what must be done in the way of censoring dispatches. And the inference has been made that the President himself has taken a hand in the matter.

Byron Price, Director of Censorship, flatly denied that any directives had been issued to him whatever, either by the Advisory Board or by the President.

"The Advisory Board, headed by Postmaster General Walker, is purely an Advisory Board", said Mr. Price. "It was not set up to issue directives to me - and it has not done so. The President has authority to issue directives to the Office of Censorship, but he has issued none. The responsibility for the administration of censorship rests with me."

Mr. Price revealed that the regulation against the sending of speeches made by prominent Americans in advance of actual delivery grew out of an experience with President Roosevelt's important Labor Day speech.

This speech was sent to London by correspondents for release on delivery. Two hours before the President began speaking, the speech was radioed from London to Latin America. It was possible for the Axis propaganda agencies to pick the speech out of the air and make whatever use they desired, before the President actually made the address.

He denied that censors had held up the short-wave broadcasting of Willkie's speech for 14 hours.

Joining the anvil chorus was Ernest Lindley, pro-New Dealer and biographer of the President, who declared: "The President's worst error was an attack on the press and radio. What part

of the press and radio he was attacking, he would not say. The press conference at which the President made these charges was the most unfortunate he has ever held."

Mr. Lindley put it down as "a display of temper". Agreeing with this, Stanley High, another commentator, added: "It is a display of a kind of temper which, toward the press and radio has become chronic."

Praising the work of the press and radio, Mr. High said:

"Last June, after some 20 separate and equally fruitless government investigations and many times that number of contradictory official statements had brought the rubber situation to an epochal state of muddle, Fulton Lewis, Jr., Washington reporter-commentator for the Mutual Broadcasting System, set out on his own to turn on the light and heat. Lewis now cherishes several off-the-record letters which indicate that his goads and prods - with those of the supporting press - were the necessary precursors of the Baruch Committee."

In the meantime, the Senate last week passed the House bill, with slight amendments, which would extend the censorship power to include radio, cable and mail between Continental United States and any territory or possession of the United States.

X X X X X X X X X

PREDICTS A. T. & T. WILL FIGHT BACK ON LONG LINES RATES

The attack by the Federal Communications Commission on the rates charged by the Long Lines Division of the American Telephone and Telegraph Company will bring strong resistance from A. T. & T. management, according to those close to the communications industry, the New York Times reports. Coming at a time when the Bell System is straining every facility to meet the heavy demands for war communications, and when the civilian use of long-distance facilities is being cut down as a necessary war measure, it is felt that a reduction in such rates would serve only to cut further into A. T. & T.'s earnings. Taxes already are bringing the System's earnings below the \$9 annual dividend level, and with war restrictions in effect on the building of new plant and equipment, A. T. & T. is faced with a ceiling on new business and certainly on earnings. In view of these circumstances, the hearing set for Dec. 16 by the FCC is expected to produce quite a few fireworks.

X X X X X X X X X X

SENATE COMMITTEE POSTPONES PETRILLO HEARING

The Senate Interstate Commerce Committee today (Tuesday) postponed the Petrillo hearing from December 7th to a date yet to be determined. It was said this was done because of the pressure of war legislation and that the Petrillo matter would be gone into thoroughly later.

Recently in a conversation with some broadcasters, Westbrook Pegler writes, one of them said to James C. Petrillo, head of the American Federation of Musicians, in connection with recent Government suit, "Now, Jimmy, don't get dogmatic about this", and Jimmy said, "What do you mean dogmatic? What is this dogmatic?"

"It means don't be pushing us around all the time", the man said. "That is what it means."

Mr. Petrillo insisted that he was the least dogmatic union leader in the United States.

"Thurman Arnold, Assistant Attorney General, got dogmatic with me, that is what he did", Mr. Petrillo maintains. "He tried to push me around and the law says you can't be dogmatic with unions, not now any more."

There was another victory for Mr. Petrillo last week when the Boston Symphony Orchestra, the only outstanding non-union symphony group, came to an agreement with him and his union. Because of Petrillo's ban, the Boston Symphony had been off the air for two years but now it will be free to broadcast and to make records.

Mr. Pegler, discussing the Chicago leader, wrote:

"You probably know that Mr. Arnold recently went into the U. S. District Court in Chicago to demand that Jimmy Petrillo lift his embargo on canned music as discoursed horribly by the juke boxes of the nation and on the transcribed radio music, most of which is just as bad, and was knocked for a loop by Federal Judge Barnes, who said that under the laws and the Supreme Court's decisions, Jimmy was within his rights.

"Mr. Petrillo, who comes from the alleys of Chicago, probably was astonished to hear this for his action was very high-handed and he is not very well up on the law or long words, himself. He runs his union by ear and his mind runs back to boyhood experiences in which he generally found himself behind the eight ball. He formed an early impression that the law would be against him in any conceivable tangle.

"Mr. Petrillo's first experience left him with a fear, which lasted for several years, that he was a fugitive from justice subject to arrest on sight and a long term in the Pontiac Reformatory. When he was 9 years old, his father, who was an Italian immigrant and an earnest sewer digger, applied to his alderman on the

12/17/15
North Side of Chicago for a job for his boy, Jimmy. The elder Petrillo was a member of the alderman's organization as, indeed, even a poor sewer digger had to be to obtain a job of humble toil with the city of Chicago.

"The alderman got Jimmy a job as train-butcher on a local running out of Canal Street long before the Union Station was built, and James reported early in the morning for his first run. They gave him a uniform cap that came down over his ears and face like a bucket and had to be wadded with paper to improve the fit, and he was very proud of the big brass badge across the front, which made him an official, like the conductor. His store of goods was in the baggage car, locked in a little trunk, and he was given a wicker basket from which to peddle his peanuts, crackerjack, chocolate almonds and figs.

"James sat in the baggage car all the way to the end of the run and all the way back to Chicago, and his heart filled with discouragement as the hours went on and nobody came to buy. Neither the conductor nor the brakeman thought to tell him that he was supposed to fill his basket and bustle the train and, as he sat there, temptation got him down and he sailed into his store of peanuts, crackerjack, chocolate almonds and figs."

It is understood that the Boston Symphony has been negotiating with the Columbia Broadcasting System to resume radio concerts on its network. It is believe possible that if the Boston Symphony signs to broadcast over the Columbia network, it may agree to make recordings for the Columbia Recording Corporation, a subsidiary of CBS. The Boston Symphony, however, has recorded for years for the RCA-Victor Company.

The deal with the broadcasting company, if it eventuates, may enable the Boston Symphony to go a long way toward meeting its annual deficit. It is estimated that \$75,000 would be involved in a new broadcasting contract.

X X X X X X X X

GEN. SALTZMAN FIRED BACK THE CHRISTMAS PRESENTS

One of the things Major Gen. Charles McK. Saltzman, former head of the Federal Radio Commission, who died last week, was his order to cut out Christmas gifts. There is still such an order in the FCC but General Saltzman didn't mean maybe and set the example of returning all gifts sent to him without even opening the packages.

General Saltzman had such a distinguished career and did so many things that at the time of his death little or no mention was made of the fact that he had once been the head of the Radio Commission. Yet one of the few men on either the FCC or FRC who knew anything about radio or communications. Most of the other appointments have been political; in fact the FCC is one of the biggest Christmas trees of political plums in the entire Government service.

X X X X X X X X X

FLY QUERIED ON VARIOUS MATTERS AT PRESS CONFERENCE

Asked at his press conference yesterday (Monday) if the FCC had drafted any concrete program for aid to the small stations, possibly in connection with the Senate Small Business Committee, James L. Fly, Chairman of the Federal Communications Commission, said he didn't think so.

Asked if he intended to make any recommendations, Mr. Fly said he didn't know if the Commission would be called upon and didn't think they had formed any decision on the matter.

Asked when he intended starting the American Telephone and Telegraph Long Lines inquiry, Mr. Fly replied:

"That will be a part of the general inquiry - I should imagine we will investigate that along with the other. It will not be a special investigation itself."

"Have you an answer yet from A. T. & T.?"

"I think not", Mr. Fly replied.

"Has there been any progress in wartime operation plans in relation to stations being allowed to go off the air without injury to their licenses?"

"Yes", the Chairman concluded, "we got out a notice on that - as far as hours are concerned. As to complete (silencing) service there has been no rule put out on that."

X X X X X X X X X

NEWSPAPER RADIO COLUMN SPACE ABOUT SAME IN WARTIME

The war has brought no radical changes in newspaper radio columns throughout the country, according to the results of a survey just completed by WOR and the Mutual network.

Almost 50% reported that the picture remains very much the same as it did a year ago. 10% have added lineage to their columns in the past twelve months, due chiefly to the ever-increasing number of war features and public interest programs on the air. Only 2% of all those questioned reported that their columns had been eliminated.

Questionnaires were sent to 150 daily newspapers in its area, covering New York, New Jersey, Connecticut, and parts of Pennsylvania and Massachusetts. Only 10% of this group indicated a decrease in space. The greatest curtailment was in New York City itself.

X X X X X X X X X

NAB NEW HOME IN HISTORIC NEIGHBORHOOD

The four-story residence the National Association of Broadcasters has just bought for its Washington headquarters in N Street, N.W., just off Connecticut Avenue, is only a few doors from the home of Edward Everett Hale, who wrote "The Man Without A Country" back in 1863, which did so much to strengthen the Union cause. It is also near the home of former General Nelson A. Miles, which now houses the General Federation of Women's Clubs. General Miles' old stable has been turned into an attractive tearoom, one of the best in the city, known as the "Iron Gate" where no doubt broadcasters will go frequently instead of making the trip downtown. Other nearby restaurants are "Old New Orleans", La Salle du Bois, and Fan and Bill's.

The new NAB location is about four blocks directly north of the Normandie Building, the former location, and just a few minutes walk uptown from the Mayflower. The Mt. Pleasant Street car will likewise take one there from the Willard, and the heart of the city in a few minutes and a taxi from the Union Station in about the same time as to the old location.

The new "N" Street 13-room home cost the NAB \$31,000 cash. The Normandie Building quarters from which the NAB was forced to vacate will be occupied by the RFC Rubber Conservation staff.

X X X X X X X X X X X

YANKS TOOK RADIO STATION INTO AFRICA

The Associated Press tells how the U. S. Army in Morocco brought along its own radio station and is believed to have been the first to use a powerful long-wave transmitter during landing operations in an attempt to calm the local population and enlist aid.

Early on the day of the landing, November 8, the American station went into action, operating on the same wavelength as the local station at Rabat - Radio Morocco.

Many French listeners said they believed that the broadcasts were emanating from Rabat and that the city already was in American hands.

The German armistice commission angrily directed French authorities to track down the station. The French station was forced to resort to the defensive policy of jamming the American programs.

Its programs with the opening call "Allo Maroc, Allo Maroc", and "This is the transmitter of American armed forces continued.

At one point when naval forces decided to open up with their big guns, a special communique was broadcast to the population telling of their plans so that civilians could take cover.

X X X X X X X X

CONGRESS SHARPENS ITS AXE FOR QUESTIONNAIRES

The burden imposed on business by Government questionnaires and reports, in which the Federal Communications Commission has been a flagrant offender, is rousing Congress to action. Also Government officials themselves seeing the storm, are also running to cover. John D. Whitten, Chief Statistician of the War Department's Services of Supplies, knocked out 236 of 241 questionnaires it was proposed to send to business men and others for information.

To assist him in reducing the burden on business, the Director of the Budget recently set up an Advisory Committee on Government Questionnaires. The Chamber of Commerce of the United States is represented on this committee, which is undertaking to help the Government obtain the experienced judgment of business executives, both at the time forms are being initiated and to review those already in use.

X X X X X X X X

AMATEUR EMERGENCY NET IN CAPITAL

The District of Columbia area will develop a wartime emergency radio service to supplement telephone communications of the Office of Civilian Defense communications control system, Herbert A. Friede, communications controller, has revealed.

With the work to be performed by volunteer amateur radio operators, Mr. Friede, who is also in charge of the Washington fire alarm system, appealed to the public to donate all unused or junked radio receiving sets to be used as a reservoir for parts to be used for building two-way radios which will be used in the system.

The plan is a part of a national program approved by the Federal Communications Commission, which has assigned secret frequencies to hundreds of amateur operators under the special

supplemental system under War Emergency Radio Service regulations.

The broader coverage by the two-way radio sets is planned to cover any contingency that might arise in the bombing dislocation of telephone facilities.

Mr. Friede said his organization planned to build enough two-way sets through a volunteer system to carry the entire load of communications in the event of an attack. The volunteers will receive parts from District of Columbia firehouses, which will be clearing houses for the old and junked sets. Donors are requested to bring old sets to the fire stations.

X X X X X X

MEN OF HIGGINS BROADCAST OVER SHORT-WAVE TO AXIS

After President Roosevelt visited the City Park Plant of the Higgins Industries, the Public Relations officials of the Office of Emergency Management conceived the idea that it would be of great interest to the workers in the factories of Axis occupied Europe if they could hear from the lips of the workers themselves in the Higgins plant the story of the visit of the President of the United States.

Several workmen were selected at random, one of whom happened to have been born in Germany, another born in England, another born in Scotland, and still another born in Chile, South America.

These men spoke into a microphone and their stories were recorded on a disc by electrical transcription. The disc was sent to Washington and thence to New York where it was broadcast on a powerful short-wave station directed towards the Nazi occupied countries of Europe.

X X X X X X X X

A series of six half-hour radio programs dealing with the battle for Freedom of the Press in America have been recently written, produced and recorded at the State University of Iowa, Iowa City. Written in partial fulfillment for his Master's degree in Journalism by Donald E. Brown, the scripts are authentic historically, being based on Brown's research in the history of journalism in the United States. Incidents in the lives of six of the nation's outstanding editors provide the dramatic material on which the scripts are based.

X X X X X X X X

::: _____ :::
 ::: TRADE NOTES :::
 ::: _____ :::

The number of radio licenses now in effect in India is reported by trade sources to be 155,733. This reflects an increase of 30,386 for the 12-month period ended March 31, 1942.

A newly patented method of sound reproduction would place loudspeakers in the walls, ceiling, front and back of a theatre.

The three musical notes which, for more than 15 years, have identified programs broadcast by the Red (now NBC) and Blue networks, will soon become the exclusive property of the National Broadcasting Company and will be used only on the NBC network. Beginning today, the Blue network ends its use of a musical signature and will announce itself hereafter as, "This is the Blue Network".

Sweden seems to be well equipped with radios since, according to trade reports, the radio licenses in force in that country number slightly less than 1,600,000. This is approximately one radio set for every four inhabitants.

The following publishers have been elected to membership in ASCAP: Bloch Publishing Company, Glenmore Music, Inc., J. C. Marchant Co., Noble Music Co., and Tempo Music, Inc.

Robert J. Landry, eleven years Radio Editor of Variety, will join the Columbia Broadcasting System in the new position of Director of Program Writing

Plans for installing a new commercial radio station in Agua Prieta, Mexico, may be abandoned because of difficulty in obtaining necessary electric current. The town of Agua Prieta normally receives current from Douglas, Ariz., but the power company there is finding it almost impossible to meet the increased demands being made upon it.

R. C. Maddux, WOR Vice-President in Charge of Sales, was elected a member of the Board of Directors of the Bamberger Broadcasting Service, Inc., operators of WOR. A graduate of Washington and Lee University and the Harvard Business School, Mr. Maddux was Managing Director of the New Jersey Council for Industrial Development before joining WOR.

The Bell Laboratories Record for November contains the following articles: Greensalt Preservative for Telephone Poles, C. M. Hill; A Spread-Scale Recorder, O. D. Engstrom; Salvaging for Victory, C. T. Boyles; New Reference Frequency Equipment, V. J. Weber; Central DSA Switchboard, E. W. Flint.

X X X X X X X X

CROSLEY TRIPLES PRODUCTION IN WAR EFFORT

That Crosley is way ahead in its war production was told in half-page ads which appeared in Eastern newspapers and doubtless elsewhere, which read, in part:

"For many months it has been the privilege of Crosley to convert our eight war plants to the production of precision materials for the soldiers, and sailors who will win this war.

"Crosley engineering skill is totally devoted to war purposes. More than twenty years of experience in mass production of microscopic accuracy is delivering a volume of war material three times greater than the best peace-time output of Crosley radios, refrigerators, gas and electric ranges, washing machines, ironers and the Crosley Car. Even this volume will be doubled early in 1943.

"The Crosley organization is only one great group of Americans whose duty it is to support the Armed Forces all over the world who are bringing Victory to the United States and its Allies - a great group reflecting the eternal fire that burns in American hearts on this Thanksgiving Day."

X X X X X X X X X

ORDER REEMPLOYMENT OF JEHOVAH'S WITNESSES

In an unprecedented action, the President's Committee on Fair Employment Practice, War Manpower Commission last Saturday directed the Pittsburgh Plate Glass Company of Clarksburg, West Virginia, to reemploy immediately seven members of Jehovah's Witnesses who were discharged by the company last December when they refused to participate in a flag-raising ceremony and thereby aroused the antagonism of fellow employees.

At the same time the Committee, of which David Sarnoff, President of the Radio Corporation of America and Mark Etheridge, former President of the National Association of Broadcasters are members, told the two labor unions at the Pittsburgh plant - the Glass, Ceramic and Silica Sand Workers of America, CIO, and the Window Glass Cutters League of America - that each "must assume an important share of responsibility in maintaining discipline and a harmonious relationship among the workers.

"The Committee will expect your union to exercise its full powers to secure the proper cooperation from your members, and to maintain effective control over any of them who may be inclined to molest these reinstated men, or provoke any incident leading to friction or antagonism because of their reinstatement", the letter to the unions continued.

Declaring that management and labor organizations have an obligation and responsibility to protect employees who are persecuted because of their religious convictions, the Committee ruled that threatened violence or work stoppage to obtain the dismissal of capable employees whose religious convictions are unpopular with their fellow employees, does not constitute a valid reason for such dismissal.

X X X X X X X X X