

HEINL RADIO BUSINESS LETTER

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INDEX TO ISSUE OF OCTOBER 1, 1943

FDR Absent From First Petrillo Concert; Opening Tame	1
FCC Chairman Proclaims The "Freedom To Listen"	3
Navy Ignored McDonald Robot; New Army Radio Weapon	5
Cox Exit Victory For Publisher Meyer and Drew Pearson	7
Forebodings On Petrillo's Signing Up With Decca	9
Free Speech On Radio Asked By Rep. Kennedy	10
Reports Revamped OWI O.K. With Radio and Press	10
Trade Notes	11

Report No. 1566

NEW YORK, N. Y.

October 1, 1943

FDR ABSENT FROM FIRST PETRILLO CONCERT; OPENING TAME

It looks very much as if President Roosevelt had washed his hands of the unduly ballyhood symphony concerts which James C. Petrillo announced he was giving at the President's suggestion. At any rate, Mr. Roosevelt did not attend the opening concert in the East given by the New York Philharmonic Symphony orchestra at Poughkeepsie last week, although he was reported to have inspected the Standard Gauge plant, engaged in war work, in Poughkeepsie the afternoon of the evening's concert. Furthermore, it was originally given out that the opening Eastern concert would take place at Hyde Park, the President's home, which is a suburb of Poughkeepsie, the assumption being, of course, that the President would be there to give the project his blessing. Why, then, the debut was made in nearby Poughkeepsie with the Chief Executive, who supposedly thought up the idea of giving these free concerts to the people in the small cities, conspicuously absent, was a cause for considerable conjecture. Even Mr. Petrillo did not attend the concert.

E. G. Balzer, a member of the executive board of the New York local of the American Federation of Musicians, presided at Poughkeepsie and read telegrams from Mr. Petrillo inviting President Roosevelt to attend the opening concert, and the President's wired reply that he was "very happy that the first major symphony orchestra concert will be given at Poughkeepsie", -- "I much wish that I could go to it myself, but that is impossible."

One theory was that Mr. Roosevelt may have been displeased with the publicity which Mr. Petrillo gave the concerts and the way the President's supposed sponsoring of them was received by the press where for the most part the enterprise was assumed to have offered vote-getting possibilities. Also it did not appear to set particularly well in certain quarters that Mr. Petrillo apparently was receiving the Presidential blessing at the same time that he was being scrutinized by government agencies for possible violation of the law in his arbitrary dealings with the record manufacturers and broadcasters. An angle difficult to figure out and perhaps the one which led to the speculation that Mr. Roosevelt's interest in the concerts might be connected with votes, was that the President himself is not musical and does not particularly care for the kind of music played by symphony orchestras. His musical taste was described as being more on the "Home on the Range" type. Mrs. Roosevelt attends the Washington concerts, but outside of that, members of the official family are seldom seen where classical programs are given. An exception to

10/1/43

this was the concert by Marian Anderson when she was not allowed to appear in Constitution Hall but sang at the Lincoln Memorial. Secretary Ickes was on the front seat and practically every big politico in town turned out to greet the negro singer. Ordinarily though, cabinet officers, senators and high government officials are rarely seen at Washington symphony concerts.

The newspapers made little or no mention of Mr. Petrillo's Presidential concerts curtain raiser. The music dictator's advance publicity was a lot better than his follow-up. The Associated Press story as carried in the New York Times was only about an eighth of a column. The Times, which covers its suburban areas very thoroughly, evidently did not think enough of the event to send up a special man to cover it and printed the A.P. paragraphs on page 11.

Even the Poughkeepsie paper, the New Yorker, had less than a column. Its account read in part as follows:

"Opening a series of free wartime civilian morale concerts under the sponsorship of the American Federation of Musicians, the New York Philharmonic Symphony society orchestra played to an audience estimated at approximately 1,400 persons here last night at the Poughkeepsie High school auditorium.

"Howard Barlow, guest conductor, pronounced the concert 'very, very exciting,' said he had felt an instantaneous wedding between the orchestra and the responsive audience.

"We liked it," said a member of the orchestra, one of the 105 members who came to Poughkeepsie for the concert, comprising what the conductor called the 'full Philharmonic.'

"Packed to the doors, the crowd overflowed the normal seating capacity of the auditorium, stood in the aisles and lobby, sat on the balcony stairs, and cheered, applauded, laughed, and stamped on the floor.

"Frederick W. Stitzel, business manager of Local 238, in charge of Poughkeepsie arrangements for the concert, said he felt that the concert was a great success, while Charles S. Sollinger, one of several officials of Local 802, New York City, estimated the crowd in excess of 1,500 persons.

"E. G. Balzer, a member of the executive board of the New York local, said that the federation is going ahead with plans for further concerts in the series, that six additional programs will be given by the Philharmonic in New York state cities, with arrangements in charge of local units of the federation, every effort being made to get the tickets out to the people who would not normally come to New York to hear the Philharmonic there."

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10/1/43

FCC CHAIRMAN PROCLAIMS THE "FREEDOM TO LISTEN"

Another "freedom" was added to the New Deal "must" list by James L. Fly, Chairman of the Federal Communications Commission, addressing the Advertising Club of Boston last Tuesday. It was the "freedom to listen". Mr. Fly offered a mythical statute which made it unlawful to possess a radio capable of hearing anything but a government transmitter, to listen to anything but a Government program or to manufacture or sell any radio receiver capable of hearing programs not originated by the U. S. Government. Further restrictions were that the appropriate government agency shall "jam" all programs not originated by the government, the listening after 10 P.M., or in groups of three is forbidden and that free reception at public receivers would be provided for all programs to which listening is compulsory.

"Is such a statute unthinkable? Weird? Fantastic?" Chairman Fly asked. "No, let me assure you. The counterpart of almost every one of those provisions, or equally onerous restraints, can be found in one part or another now under Axis domination. In Germany the state controls the manufacture of radio receivers so that it is impossible to obtain a set capable of receiving a short-wave signal. Furthermore, the standard broadcast range is limited to the German propaganda centers. Not willing to give the German people a sporting chance to sneak a listen to the ideas of the rest of the world, Goebbels makes doubly sure and jams any verbatim utterances as they occur. An inhuman German statute provides the death penalty for persistent "black listening". Those people guilty of one act of "black listening" are merely thrown into a concentration camp. A wife with guilty knowledge of her husband's "black listening" goes to the concentration camp too. The Japanese militarists go a step further than their German colleagues; they kill and torture Japanese people for what they call "dangerous thoughts." Such fear and tyranny stagger our imagination so that we can hardly imagine that we would be taking our lives in our hands for thinking of turning on our radios.

"Freedom to listen, at least so far as radio in the United States is concerned, is so elementary a concept that it sometimes escapes attention altogether. In this hemisphere, as well as this nation, people are encouraged to listen to the voices of all their neighbors; many of us listen to our enemies; we are confident that free men can appraise the wheat and the chaff and that the dictators will be unable to alienate citizens of these democracies from the governments they themselves control. We take it for granted when we sit in our own homes, throw the radio switch and turn the dial, that in this gesture at least we, as listeners, are completely free. We take all of this as a matter of course and all too seldom articulate our underlying confidence that democratic government depends ultimately on a truly informed citizenry. Millions each night assemble on the various wavelengths; without freedom to listen those assembled are as effectively deprived of their constitutional right as if, assembled in Boston Common, they

10/1/43

were ridden down by the police and clubbed into dispersion. For my own part, I want to orient my thinking on the subject in terms of free speech. To most of us, in a deep emotional sense, freedom of speech is a basic right. I venture to suggest that the freedom to listen is an essential counterpart of freedom of speech.

"A recent Supreme Court opinion states:

'The authors of the First Amendment knew that novel and unconventional ideas might disturb the complacent, but they chose to encourage a freedom which they believed essential if vigorous enlightenment was ever to triumph over slothful ignorance. This freedom embraces the right to distribute literature, and necessarily protects the right to receive it.'

"Listening has become one of the vital functions of our modern civilization. A vast amount of public information, public enlightenment, public news and even public education - not to speak of entertainment - now reaches our people via the air waves. Radio has provided the mechanical means for attaining the Founding Fathers' ideal; a great responsibility lies upon those in control. Do you remember how Woodrow Wilson described the 'radio revolution?' Although radio was still in its infancy then - this was September 1919 - President Wilson prophetically foresaw its immense global potentialities. He said:

'Do you not know that the world is all now one single whispering gallery? Those antennae of the wireless telegraph are the symbols of our age. All the impulses of mankind are thrown out upon the air and reach to the ends of the earth.'

"Despite modern transport, our millions of people, widely dispersed or metropolitanly congested, cannot be reached through town meetings. National and world problems today completely overshadow town and colony problems. In this environment the old soap box methods lack any real persuasive force. It is a fortuitous circumstance that modern science has provided the means for the first adequate realization of free speech. With the advent of radio audiences have become nation-wide and even world-wide; their interests national and international. With innumerable listeners, the duty of the speaker to subordinate his interests becomes clear. Few may speak, all may listen. From the very limited nature of the facility it is at once apparent that the paramount interest is not in the single speaker - but in the millions of listeners. Therefore, those who control this mechanism of free speech must treat free speech not as a right but as a duty. They must hold this mechanism of free speech in trust for the people - the listeners.

"We have a culture, developed in part by radio. It is a common source of information and ideas. This wide country with its divergent groups is becoming aware of itself through radio. Sectionalism is fast disappearing; the unity, the harmony, and

10/1/43

the understanding - all these things must rest upon a proper use of this medium of knowledge.

"Radio appears to have come all the way but in reality it has only approached the crossroads. Radio is a living thing; it must grow and expand as people grow and expand. Despite its achievements we dare not be too smug about it. Restriction, constriction and exclusion must give way to a broader and more democratic approach as to the persons the listening public may hear. Likewise, complete freedom to listen demands that divergent views must be aired. In the market place of ideas diversity of opinion enables us intelligently to sift the sound from the unsound. There should be no rule of thumb set up to hide behind whenever any group requests time on the air. The free radio can become a powerful instrument for the protection of freedom of opinions. A democracy is in many ways like a kettle of boiling water; there must be an open spout for the outlet of steam. The radio is a perfect outlet for such exposure to the air.

"In the post-war world, international broadcasting will stand on the threshold much as our domestic radio stood in the days when Woodrow Wilson foresaw its great possibilities. Radio is that necessary catalyst upon which we shall rely to bring about a more sympathetic understanding among peoples. It would be harmful beyond prediction to have world radio restricted either by hiding behind a restrictive world policy or by allowing any individual national to go further and adopt restrictions of a more mechanical kind.

"We are primarily engaged in a struggle for freedom. From the idea of complete freedom itself have sprung many phases of more particularity. Truly transmission is nothing without reception. It is also true that no relaxation in the pursuit of the freedom to listen can be allowed to take place when the war is over. Eternal vigilance and undeviating regard for this and comparable principles must be observed if we are to have a lasting peace. Let me remind you again that freedom to listen encompasses more than the ability to spin the dial without fear. With only general policy safeguards the transmitters of all nations must foster a free and complete exchange of thought and the optimum diffusion of knowledge. The right to hear new ideas is part of the freedom to listen and is as much a burden of my theme as is the inadequacy of free speech in the absence of effective mechanisms, and in the absence of ears to listen. I leave with you this conclusion: that there must be universally accepted the freedom of all peoples to listen without fear and without restraint."

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NAVY IGNORED McDONALD ROBOT; NEW ARMY RADIO WEAPON

If the Navy had followed a tip given to it 23 years ago by Commander Gene McDonald of Zenith, we might have something like the aerial bombs in the form of controlled gliders which Prime

10/1/43

Minister Churchill told about. Mr. Churchill, who not only seems to be running the war, but who gives out news about things we either never heard of or are not permitted to discuss (what Churchill says frequently appears to be as surprising to our high government officials as it is to the newspaper men) said with regard to the new aerial bomb:

"It may be described as a sort of rocket-assisted glider which releases its bombs from a height and is directed towards its target by a parent aircraft."

Commander McDonald suggested such a radio controlled glider as this to the late Rear Admiral Wm. A. Moffett, then director of the Bureau of Aeronautics, in a letter written April 28, 1930. "Why not start experimenting with radio control of gliders?" McDonald wrote. "They can be towed to a great altitude and then released and controlled, I believe, more easily by radio than can a torpedo. The next step naturally is to load the glider heavily with a high explosive and guide it into a selected target".

"The weapon that Mr. Churchill describes," Hanson Baldwin writes in the New York Times, "may account for the somewhat mysterious sinking of the Italian battleship Roma, although there are conflicting stories about the reasons for her loss.

"This 'Flying bomb' seems to be launched from a plane that remains out of range of the ships' anti-aircraft batteries. It apparently has some form of rocket propulsion and seems to be fitted with wings which enable it to glide somewhat rapidly toward the target. It is either radio-controlled by the 'parent' plane, or has some sort of electronic device like the magnetic mine or the magnetic torpedo that causes it to drop near or strike the target ship."

Details of an electronically controlled automatic pilot, the existence of which was not known heretofore outside of military circles, and which is regarded as "one of America's best-kept military secrets," were disclosed earlier in the week in New York with Army approval.

The improvement was described at a luncheon by officials of the Army Air Forces and the Minneapolis-Honeywell Regulator Company, the manufacturer, which cooperated on the development after Materiel Command officials at Wright Field, Dayton, Ohio, foresaw the need for a modified instrument capable of controlling aircraft accurately on high altitude precision bombing missions.

Alfred M. Wilson, vice president of the Aeronautical division of the Minneapolis-Honeywell Company, said the autopilot's function was to "take over completely the duties of the pilot on bombing runs and to hold the plane on a designated course without wavering." The super-sensitivity of the electronic mechanism returns a plane almost immediately to its course despite cross currents, wind variations and air blasts from exploding anti-aircraft shells, he declared according to the New York Times, adding:

10/1/43

"Precision bombing requires a steady platform, because if the plane is tipped or otherwise off its course at the time the bomb is released, this tipping or movement will be imparted to the bomb and cause it to miss the target.

"At high altitudes, slight variations from a perfectly stable platform are greatly magnified, just as in the case of target rifle shooting where, if a gunsight is off only a fraction of an inch, the bullet will miss the bull's eye by feet at several hundred yards. To overcome this, a rifleman will steady his gun, where possible, with a tripod or some stable and convenient rest to hold the gunsight on the target. Roughly, that is what we are doing with our autopilot; providing an artificial tripod to hold aircraft on the bull's eye when bombs are released. Because this autopilot is electronically operated its sensitivity surpasses mechanical and electrical devices that have been previously used."

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COX EXIT VICTORY FOR PUBLISHER MEYER AND DREW PEARSON

The resignation of Rep. Eugene Cox (D) as chairman of the committee investigating the Federal Communications Commission was a bulls-eye for the Washington Post and its publisher Eugene Meyer. Also for Drew Pearson who kept up a continuous fire on Representative Cox both in his column, which appears in the Post, and over the Blue Network. It is true that FCC Commissioner Clifford Durr originally petitioned for the ouster and in this was aided by the protest Chairman J. L. Fly of FCC made in not being allowed to testify. Mr. Fly, incidentally, succeeded in getting more publicity for his side of the case than if he had been permitted to take the witness stand.

Nevertheless, all of this, in the opinion of the writer, would have proved futile had it not been for the Washington Post editorials, Mr. Pearson's barbs and finally Mr. Meyer's front page letter to Speaker Rayburn which, one may be sure, was read by everybody in official Washington from the President down. Even then Mr. Rayburn is said to have had considerable difficulty prying Rep. Cox loose from the chairmanship.

Although the Georgian Congressman finally resigned, the writer believes the Post and Messrs. Meyer and Pearson are not yet through with him and will not be until Attorney General Biddle takes some action on the bribery charge against Cox. This is indicated by the concluding paragraph in the Washington Post editorial this (Friday) morning which says:

"We hope, also, that the drama in the House yesterday will not escape the attention of the Attorney General. Now that Mr. Cox has been forced to recognize his duty to the House, the Department of Justice can lay his case before a grand jury without in any way interfering with a congressional committee or embarrassing the House itself. Certainly the case will not be properly

disposed of until Mr. Cox has had a chance to explain before a grand jury his acceptance of the \$2500 fee which led to his ill-fated fiasco."

The Post editorial read in part as follows: "Democratic government won a notable victory when Congressman E. E. Cox resigned from the select committee of the House which is investigating the Federal Communications Commission. The superficial observer may see only the fact that Mr. Cox at last made a scramble to get off the hot seat he has occupied for the last several months. But those who know the inside workings of Congress will not so lightly dismiss this withdrawal of a committee chairman under fire. They realize that the organization of which Mr. Cox is a member pushed him out of his chairmanship because he was bringing the entire House into disrepute.

"The fact is in no way altered by Mr. Cox's fiery defense of his conduct or by the fulsome praise of Mr. Cox that came from Speaker Rayburn and Majority Leader McCormack. The soft words from Mr. Cox's colleagues were intended only to smooth over the hard blow that they were inflicting on him in behalf of decency in government. Public resentment and for that matter resentment in the House itself had undoubtedly forced the Speaker to lay before Mr. Cox the appalling repercussions of his conduct upon the Congress of the United States.

"Mr. Cox made a great to-do about alleged lashes of slander and falsehood against him. Of course, he pretended to be leaving the FCC investigating committee only to free it from attack and to give himself more latitude in meeting what he regards as an assault upon himself. But no public official thus runs to cover when he is in the right. It is only because Mr. Cox accepted money from a radio station and then attempted to smear the Government agency regulating the radio industry that he was vulnerable to the criticism directed against him.

"The Congressman is right, however, in saying that his resignation does not end the matter. The House is under obligation not only to see that its members who are parties in interest do not conduct investigations in the name of Congress; it should also make certain that its investigations are conducted fairly by men who have no other kind of ax to grind. Many of the tricks played by the FCC investigating committee to date have originated with its counsel, Eugene L. Garey. Should he be retained by the reorganized committee, it is reasonable to suppose that the investigation would continue to be only a smear campaign."

There doesn't seem to be any question that the investigation will be continued and that it is only a question as to who the new chairman will be. Representative Martin, Minority Leader, and Representative Wigglesworth, Republican member of the investigation committee, expressed the hope that the Speaker would not appoint a "whitewashing" successor to Mr. Cox. Among those mentioned for chairman are Representative Hart (D) of New Jersey, Representative Colmer (D) of Mississippi, and Representative Bell

10/1/43

(D) of Missouri. Other members of the FCC investigatory committee are: Warren G. Magnuson (D) of Washington; Richard B. Wigglesworth (R) of Massachusetts, and Louis E. Miller (R) of Missouri.

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FOREBODINGS ON PETRILLO'S SIGNING UP WITH DECCA

No cheers were heard from the other six transcription companies when Decca formally signed up with Petrillo in New York Thursday thus putting three to four million dollars into the American Federation of Musician's treasury annually. The hope was expressed by members of the War Labor Board now trying to settle the case that the Decca deal might be used as a pattern by the other companies.

Under the terms of the contract, Decca will be required to pay union musicians for making recordings at a price not below union wage scales, and pay the union an additional royalty.

Over and above the musicians' pay, Decca has agreed to pay the union 1/4 cent for each record retailing below 35 cents; 1/2 cent for any record sold at 35 cents to 50 cents; 3/4 cent for those 50 to 75 cents, and 1 cent for those selling at 75 cents to \$1. Records selling at \$1 to \$1.50 will carry a 2½-cent royalty and those from \$1.50 to \$2 a 5-cent royalty. The royalty for those over \$2 will be 2½ per cent of the sale price.

The New York Times said editorially: "The terms of the contract that the Petrillo union has signed with Decca Records, Inc., have now been made known, and they confirm the worst misgivings. Under the contract the company agrees to pay directly to the union a fee on every record sold.

"It need hardly be pointed out how dangerous the precedent here established would be. Under it Mr. Petrillo levies a private tax on employers. At best he will administer the proceeds--to set up his own private system of unemployment relief. The arrangement renders Mr. Petrillo and his fellow-union leaders financially independent even of the members of their own unions.

"If past experience is any guide, the Administration and Congress will be complacent about this contract. Why should they interfere, they will say, with an arrangement that a private concern has voluntarily agreed to? But to take such an attitude is to be willfully blind to the main point, which is that Federal labor policy itself has placed in the hands of labor leaders the private irresponsible powers which enable them to drive bargains so clearly against the public interest."

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10/1/43

FREE SPEECH ON RADIO ASKED BY REP. KENNEDY

Rep. Martin J. Kennedy (D) of New York Thursday introduced a proposed constitutional amendment to prohibit Congress or any Government agency from "abridging freedom of speech by radio or wire communication."

In a statement Kennedy said "there has been a tendency by Government officials, broadcasting company officials and various organizations to impose a direct or indirect censorship on radio discussions.

"Such censorship is not in the interests of the development of a free American public opinion," he said.

"The American people are able to formulate their own judgments...Americans are not namby-pamby people. At present, through a filter system, composed of the Federal Communications System and those who control the licensed broadcasting systems, our broadcasting has been diluted to the degree where it has become so neutral as to be ineffective. We want strong speech from strong men on the air, not synthetic understatements from pulpitering puppets."

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REPORTS REVAMPED OWI O.K. WITH RADIO AND PRESS

The Office of War Information's Newspaper Advisory Committee of which Roy Roberts of the Kansas City Star is chairman, and Gardner Cowles, Jr., of the Des Moines Register and Tribune, and Mark Ethridge of the Louisville Courier-Journal, are members, and all of whom operate broadcasting stations reported in Washington Thursday that:

"Our committee has conducted a nation-wide survey of radio and newspapers as to whether the recently discontinued regional service of the domestic branch of OWI should be resumed. The survey showed that the majority opinion was that the smaller, streamlined service from the domestic branch adequately serves the purpose. It is the committee's belief that the closer newspapers are to the news source the better the public will be served, but we believe there is a field in which the domestic branch of OWI can render valuable war service in handling complicated departmental and over-all problems, especially for newspapers and radio stations not adequately staffed to do the job for themselves. Its concern always must be for factual information and never for propaganda."

The committee charged that "the American people are not being adequately informed about the war". The committee put most of the blame for this lack of public information on "the disinclination of some high naval and military authorities to evaluate information to which the public is entitled."

10/1/43

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::: TRADE NOTES :::
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Mark Woods, president of the Blue Network, has been appointed Honorary Deputy Mayor of Lodi, N.J., where the new WJZ transmitter is under construction.

The appointment by Mayor Joseph Luna of Lodi was made Friday when the WJZ Victory Troop entertained at a bond rally in Lodi and raised \$186,000 in war bonds. Members of the troop, whose performance had been announced by mail and handbills to every citizen of Lodi, participated in a parade and were guests of honor at a banquet. Joseph Seiferth, WJZ audience promotion manager and director of the troop, accepted the citation in Woods' behalf.

A Women's Activities Division, created to establish channels of communication with women directors of all NBC owned and operated stations, will begin to function in NBC's Public Service Department today (Oct.1). The group will exchange information and suggestions with the manager of the Central Division Public Service Department in Chicago, and the Western Division Director of Public Service in Hollywood.

Miss Margaret Cuthbert will serve as chairman for four months, then Miss Jane Tiffany Wagner, and then Mrs. Doris Corwith. Miss Cuthbert is NBC Director of Programs for Women and Children. Miss Wagner is Director of War Activities for Women, and Mrs. Corwith is assistant to the Public Service Counselor.

Miller McClintock, president of Mutual, has been appointed chairman of the board of Bundles for America. Eugene P. Thomas, president of the National Foreign Trade Council was elected chairman of the budget committee. Contributions to Bundles from last November until this past June amounted to \$2,216,069.

The Federal Communications Commission has granted general authority to a national network to transmit all kinds of radio programs to a Mexican network. Mutual Broadcasting System, Inc., was authorized to transmit sustaining and commercial programs to a Mexican affiliated group generally known as "Radio Mil's Network".

Funeral services for William Carl Becker, formerly in the Radio Division of the Bureau of Foreign & Domestic Commerce, who died Saturday at his home in Westgate, Md., were held Wednesday in Bethesda. Burial was in Arlington National Cemetery. Mr. Becker, a veteran of the First World War, was 46, will be remembered as an assistant to John Howard Payne, now of the Rockefeller organization, when the latter was head of the Foreign & Domestic Commerce Radio Bureau.