

TECHNICIAN ENGINEER

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INTERNATIONAL BROTHERHOOD OF ELECTRICAL WORKERS — AFL-CIO



SAMUEL GOMPERS

There can be no one date as a precise "landmark" denoting the great contributions of Samuel Gompers, for his influence began in the '80's and extends to the present day. As a founder and president of the American Federation of Labor, Gompers was the architect of a great part of the labor movement from the time the AFL was founded until his death in 1924.

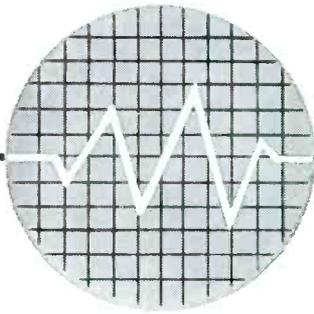
The philosophy, energy and determination of this dedicated leader contributed to the building of trade

unionism during decades when opposition to unions was the harshest.

Union leaders today can agree with Gompers' own appraisal when he said, "I look back over the years of work for my trade and I rejoice in the conviction that the bona fide trade union movement is the one great agency of the toiling masses to secure for them a better and higher standard of life and work."

Reprinted from *THE LABORER*; official publication of the International Hod Carriers', Building and Common Laborers' Union of America

The INTERNATIONAL BROTHERHOOD OF ELECTRICAL WORKERS
 GORDON M. FREEMAN International President
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TECHNICIAN ENGINEER

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ALBERT O. HARDY, Editor

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sad news As we go to press the entire Brotherhood is saddened by the passing of Vice President O. G. Harbak. "Oscar" was stricken by a heart attack in Portland, Oreg., Thursday, June 16, and died in a Portland hospital June 19. An International staff member since 1941 and vice president of the Ninth District since 1947, he was well-loved and respected, and his memory will be treasured by all who knew and worked with him.

index For the benefit of local unions needing such information in negotiations and planning, here are the latest figures for the cost-of-living index, compared with 1959 figures: April, 1959—124.3; April, 1960—126.2.

COMMENTARY

The Eisenhower Administration's health care bill for the aged would exclude all those single persons with incomes over \$2,500 and married people with incomes above \$3,800. This means 3½ million would not be eligible for coverage.

Under the Administration's plan, an eligible person would have to pay the first \$250 of his medical bills if single (\$400 for a married couple), plus 20 per cent of the cost above \$250.

Take the case of a widow who had a medical bill of \$400 and see how much the Administration plan would "help" her.

First, she would have to pay the \$24 enrollment fee, then the first \$250 of her \$400 bill, plus 20 per cent of the difference between \$250 and \$400, or \$30.

The total cost to her then on a \$400 medical bill would be \$304! The federal-state payment would be only \$96!

And please consider the fact emphasized by Associated

Press Reporter, James Marlow, in a story on the Administration bill: A Government study in 1957 showed that the average medical expense for people over 65 was \$177.

"So, under the Eisenhower program, many people, besides paying the \$24 to the state, would have to pay their entire medical bill of \$177, since the program wouldn't come into operation for them until their cost was over \$250," Marlow wrote.

The Administration's bill is a smokescreen, hurriedly prepared to make it appear it too is concerned about medical care for the aged. It's an insult to the aged and needy. Instead of showing a concern for the old and sick, it discloses a harsh callousness toward their plight!

Only legislation along the lines of the Forand bill will begin to provide the kind of care and financial assistance the old folks really need.

Cards and letters to your Congressmen will help produce such legislation. If you haven't written, please write.

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NEW YORK COURT ORDERS ARBITRATION

CBS Plea Denied; IBEW Motion Granted

THE Supreme Court of the State of New York, Mr. Justice Hecht, Jr., presiding, has issued a decision in the IBEW-CBS case which was precipitated by the demand for arbitration by the IBEW last November second. CBS took the issue to court, requesting a stay and restraining order. After numerous delays, the Supreme Court of New York heard the motions of counsel for the International Office, Mr. Harold Stern, and counsel for the company, Mr. Emanuel Dannet.

In addition to the motion of the company for a stay of arbitration and a restraining order, the Court heard the pleading of the IBEW that the company's motions be denied and that the company be compelled to arbitrate. On May 18, Mr. Justice Hecht issued the Court's decision and, in accord with the Court's usual procedure, entered the decision as a formal order on June first.

The text of the Court Order was as follows:

"Petitioner having moved this Court for an order staying and restraining arbitration sought to be had by respondents with petitioner, and respondent Gordon M. Freeman, as President of International Brotherhood of Electrical Workers, AFL-CIO ("respondent IBEW"), having cross-moved for a motion to compel said arbitration, and said motions having duly come on to be heard before me on April 14, 1960;

"NOW, upon reading and filing the notice of motion, dated February 1, 1960, the petition of Columbia Broadcasting System, Inc., verified February 1, 1960, together with the exhibits thereto annexed, the reply affidavit of William C. Fitts, Jr., Vice President in Charge of Labor Relations of petitioner, sworn to on April 8, 1960, together with the exhibits thereto annexed, all in support of said motion and in opposition to the cross-motion of respondent IBEW; the cross-motion of respondent IBEW, dated

March 31, 1960, the affidavit of Albert O. Hardy, Director of the Radio, Television and Recording Division of respondent IBEW, sworn to on March 25, 1960, and the affidavit of Harold Stern, attorney for respondent IBEW, sworn to on March 31, 1960, all in opposition to petitioner's motion and in support of the cross-motion of respondent, IBEW; and after reading the memorandum of McGoldrick, Dannett, Horowitz & Golub, attorneys for petitioner, in support of said motion and in opposition to the cross-motion, and the memorandum of Harold Stern, attorney for respondent, IBEW, in opposition to petitioner's motion and in support of the cross-motion; and due deliberation having been had; and upon reading and filing the decision of this Court dated May 18, 1960, it is

"ORDERED, that:

"1. Petitioner's motion for a stay of arbitration as to Item 1 (a) of the Demand for Arbitration dated November 2, 1959 ("the Demand for Arbitration"), be and it hereby is denied; and respondent IBEW's cross-motion to compel arbitration as to Item 1 (a) of the Demand for Arbitration be and it hereby is granted.

"2. Petitioner's motion for a stay of arbitration as to Items 1 (b) and 1 (c) of the Demand for Arbitration be and it hereby is denied except that arbitration under said Items 1 (b) and 1 (c) shall be limited to the issue whether videotape recordings outside of those territorial limitations were made for the purpose of evading section 1.05 of the agreement between the parties dated May 1, 1958; and respondent IBEW's cross-motion to compel arbitration as to Items 1 (b) and 1 (c) of the Demand for Arbitration be and it hereby is granted but solely to the extent of whether videotape recordings outside of those territorial limitations were made for the purpose of evading said section 1.05.

"3. Petitioner's motion for a stay of arbitration as to Item 2 of the Demand for Arbitration be and it hereby is denied; and respondent IBEW's cross-motion to compel arbitration as to Item 2 of the Demand for Arbitration be and it hereby is granted.

"ENTER,

*"/s/ William C. Hecht, Jr.
Judge, Supreme Court."*

The Court's reference to the various "Items" are those listed in the IBEW's letter to the company which requested arbitration. In the order of their appearance in the Order, they are:

1. Whether CBS may subcontract or otherwise arrange for any of the technical work involved in video tape recordings to be performed by other than its own employees, under the Agreement:

- (a) Within a 200-mile radius of its owned-and-operated stations (except Los Angeles: 300 miles), or
- (b) Within the continental United States, or
- (c) Anywhere such recordings are made by, at the behest of and/or owned or made for CBS.

2. Whether CBS has violated the collective bargaining Agreement of May 1, 1958, in its assignments, arrangements for and administration of video tape recording, with particular reference to Sections 1.04, 1.05 and 6.01 of said Agreement.

Advice of counsel as to the next step to be taken is currently being sought—no prediction as to same can currently be made.

Former Fortune Editor Says Wage Increases Are Not Inflation Cause

AMERICANS during the past year have been flooded with industry propaganda to the effect that wage increases are "inflationary." This type of propaganda reached its zenith during the long steel strike.

Organized labor has consistently challenged and refuted this claim of "inflation." Now, a noted writer in the industrial and labor field, Daniel Bell, has come up with some significant facts and figures which puncture the management propaganda.

Bell is the former labor editor of *Fortune*, the swank \$1.25-a-copy magazine. He's the author of many books and of innumerable magazine articles on labor-management matters. His latest analysis was carried in a recent issue of *Commentary* magazine.

"Are unions responsible for inflation?" he asks. "Industry's argument is that they are because, by raising costs, they set off a wage-price spiral. But simple economic logic exposes the patent falsity of this charge."

Bell points out that most of the nation's big corporations—particularly those where competition has been eliminated and "administered prices" prevail—set their prices so as to assure profits at an average output of less than 50 per cent capacity.

Moreover, there has been a rapidly increasing trend, he says, toward imposing prices high enough to yield an ample surplus to finance plant expansions. This contrasts with the practice in the past when corporations borrowed money from financial institutions, or raised it through sale of stocks and bonds, to cover the cost of expansion.

"When such expansion is financed through high protected prices, it is the consumer who does the financing." Bell stresses and the result is to create an inflationary pressure.

* * *

Also, he asserts that "the current inflationary situation is due in large measure to the \$13 million budgetary deficit that the government ran in meeting the 1957-58 recession."

"If any single factor can be held responsible for the inflation-deflation seesaw of recent years," he adds, "it is the erratic timing of the Federal Reserve Board, which has either stepped a little too hard on the gas or jerked a brake a little too abruptly (as it is doing now)."

* * *

Moreover, there's another major factor in the wage-price picture "which has been almost completely ignored," Bell explains—and that's the vast increase in salaried "white collar," non-production employes in industry during the past decade, at a time when the number of "blue collar" production workers has remained

virtually unchanged, or has gone down.

"A significant share of the rise in manufacturing costs in the last decade," he says, "has been due not to direct wage costs, but to an extraordinarily large increase in salary costs, which usually become an added fixed cost."

Corporations have been able to offset pay increases for production workers by greater mechanization, but their "white collar" payroll has been shooting up. Furthermore, when they do accede to wage raises for production workers, they invariably hike their prices by a far greater amount.

Summing up then, the "villians" of inflation, as Bell makes it clear, are not to be found in wage increases secured by unions but among a host of other factors which the public is seldom told about.



HOW TO PICK A PRESIDENT

From a lot of the talk these days, one might get the notion that choosing America's next President is some kind of sports event. Nothing could be further from the truth.

Many commentators, politicians—and ordinary citizens, too—seem to focus on who stands where in the public opinion polls. They ask about a candidate, "Can he be nominated?" or "Can he win?" or even, "What church does he go to?"

Congressman Byron Johnson (Dem., Colo.) pointed out the other day that there's a far more important question facing us. "As Americans," he suggested, "let's ask ourselves whether this or that Presidential candidate can perform the duties of President . . . has he the intellectual and moral fiber that we want in our national leader?"

"Let's get the very best President we can choose," Johnson urged. "For the leadership provided by the United States in the next few years may well decide whether this world is to survive or perish."

That's the basis on which to weigh a Presidential candidate, either in the primaries or in next November's election. We are not picking a race horse but a MAN—a man who may hold in his hands not only our own destiny but that of mankind.



MUTUAL PRESIDENT SPEAKS UP FOR NETWORK RADIO . . .

*. . . reaffirms faith in radio's place
in broadcasting and advertising.*

On May 17, 1960, the Advertising Club of Washington, D. C., celebrated "Mutual Day" and invited Robert F. Hurleigh, president of the Mutual Broadcasting System, to address the luncheon meeting of the club. As can be seen from the excerpts of his speech below, he made a strong case for the future of network broadcasting. These remarks are worthy of the consideration of people engaged in broadcasting and advertising and should be of great interest to our readers.

ON January 29th last I presented the Federal Communications Commission with our thoughts about broadcasting, particularly about radio network operations. At that time I suggested to the Commission that it would be pertinent for it, in this fundamentally changing pattern of broadcasting today, to inquire into the precise roles or radio networks and what places their program offerings have in the overall programming of radio stations throughout the country.

In this connection, I'm most happy to note that the radio networks, in turn, are delineating their roles in the broadcast picture with more and more directness. I cannot talk for the others. But I can talk for Mutual. And now, more than ever before, I am convinced that Mutual's concept of a network to provide service, for its stations and for its national advertisers, is sound.

Like specialists in a profession, Mutual dedicates itself to a limited number of specific services. These it does well. But, more importantly, these are services desired by many local broadcasters.

In our presentation to the FCC last January, for example, we said that we at Mutual are firmly and thoroughly convinced that there is, and there always will be, a distinct need for radio networks and for the distinct program service which radio networks alone can render. Despite trials and tribulations with which the radio networks have been plagued, we at Mutual are confident of the future—we believe in the potential of radio networks, both financially and for the public good.

This confidence in the future of radio network operations—we told the Commission—has not been lightly attained. In fact, we at Mutual are perhaps the greatest authorities in the industry on the trials and tribulations of operating a radio network. Unlike other networks, the Mutual Broadcasting System does not have any owned and operated stations.

Our relationship with affiliates is not on a parental basis. Each and every Mutual affiliate is linked with us solely because, and for so long as, we are able to provide the type of programming service it wants and desires: namely, a program service geared to serving the radio needs of the listeners in its community.

As a matter of fact we take great pride in our slogan—which we consistently use on the air and in all of our promotional material. We say that Mutual is the network of independent stations. In that simple phrase we proudly point out that Mutual is a service to independent station licensees—men who think independently, who act independently, but who share a common philosophy to provide the ultimate in community services.

This places a heavy burden upon the network. In Mutual's case, for example, the network has the exacting task of meeting and satisfying the individual policies, needs and desires of approximately 450 far-flung independent stations. Our success or failure in providing our affiliates with programming attuned to the public's needs, its tastes and its interests determines the number of our affiliates—and, in turn, our own economical prosperity or poverty. Hence, our programming, our service, is the base of our whole operations.

Mutual's programming is based upon its recognition that over the past ten or so years the roles and function of a radio network has changed materially. Today, radio is no longer the medium for high-budgeted, live entertainment programs. Instead, we at Mutual believe that radio network's true role today is as a service organization, bringing to its affiliates news, discussions, public affairs and special events programming which individual stations cannot develop simply because they do not have the resources and facilities with which to do so.

* * *

We pioneered three years ago when we adjusted Mutual's radio network operations into emphatic and broadened presentations of news, special events, special interest and service programming and major sports. These, we said then, were the broad programming factors the average local station could not do as well, or as economically—and which we could provide to implement and complement the station's stature in his community listening area.

Our present, modern concept for network broadcasting celebrates its third birthday in the next fortnight. We have been pleased that the other public service-minded radio networks have been adapting this pattern more and more to their own particular network operations, as in their good judgment they have found it feasible.

Now here is something that might interest you as advertising men. We find now, too, that top-level advertising executives are recognizing the same thing.

Recently we sent a six-question form to 103 agency chairmen, presidents and radio-television vice presidents. We asked them to answer our questions—BUT NOT TO SIGN THEIR NAMES. We wanted to give them complete anonymity—so they could answer as they personally felt, without fear of reprisals or recriminations from their own clients. Eighty-one replied to our questionnaire. And their answers were most enlightening.

For example, they told us that they personally felt a radio station's role, both to his community of listeners and to the advertisers using his facility, lay in service to that community. Here are some typical remarks: "Create an image 180 degrees opposite to the juke-box concept"; "Give service to the community—honest service—good music, meaningful news reports not interspersed with too many and cheap commercials"; "A friendly, aggressive station, doing a distinctive job." They told us, too, that they felt local stations should be provocative—not bland—in their approach to programming.

We asked them to put themselves in the position of a local station owner and, if they were interested in a network affiliation, what services would they want. To a man they replied "only those services they could not provide for themselves locally, national news by name reports, special events and high-cost sporting events."

But I think the most revealing question of all was the third on our list. We wanted their thoughts on whether or not a station's community image had any bearing on advertising messages. And the answers were all an emphatic yes. One spelled it out this way: "The believability of the commercial is enhanced by its surroundings."

I'm only touching lightly on the results of this survey. The details are contained in a three-page memorandum which we are distributing shortly to all our affiliates and to anyone interested. I mention this survey to emphasize that advertisers using broadcast media are keenly aware of the community service elements—just as much aware as broadcasters themselves and the networks which serve them. This is one of the reasons so many stations are reviewing, or are in the process of reviewing, program policies. The free enterprise system of broadcasting requires the broadcaster to be constantly alert to changing times, sensitive to public reaction and seeking advertising support.

The United States has grown and prospered because its people pioneered newer and better ways in which to live—constantly raised living standards—and actually created markets for the products and services produced.

The majority of broadcasters follow the same practice. They get their licenses in the first place because they express views to provide specific services in the communities in which they seek those licenses.

Looking back to our presentation to the Commission of January 29th, I suggested then that a straight-forward set of programming standards be established to serve as guide-posts for all licensed broadcasters throughout the country.

Such a set of standards would provide minimums, would be flexible in recognizing area and regional differences, including cultural, ethnic and social factors dominating those areas, require certain services but leave the programming as such to the broadcasters.

This would stimulate and guide the responsive majority in broadcasting—while confining the unethical and irresponsible. Mutual—and I think all of your competing networks, too—from time to time has had trouble recruiting an affiliate in some key metropolitan listening area. This was due to competitive situations where, as we reported to the FCC, and I quote: "in these markets too many of the stations are insensitive to their obligations to present a wide variety of quality programming and are interested solely in a formula operation."

This, we pointed out then and now, was caused by the "fast-buck" demands and requirements of some licensees. They were interested primarily in making their broadcasting operations so potent as large-quantity advertising media they cast all other factors aside. They wanted huge gross incomes for quicker amortizations of high-cost purchases of the licenses themselves, an inflationary spiral that has set vastly exaggerated values of some available stations their facilities and their actual impact and service to the community in which they are licensed.

We believe the set of programming standards we suggest would serve manifold purposes. But of immediate importance it would have great psychological impact on the large body of licensees themselves. It would be evidence of confidence in the many—and demonstrate that operations of the sound, public-minded broadcasters have been recognized and, indeed, can be considered the standards to which all must hew.

We, in our way, constantly strive to improve our services to our affiliates and I must add, with all candor, that we must. For the stronger our stations' impacts, the better their service images in their particular listening communities, the better the atmospheres in which the commercial messages of our national advertising clients are delivered.

And, as I noted earlier when I told of the survey we

took, there is no doubt now that advertisers and the top-level executives and policy guides in their advertising agencies today are quite conscious of the atmosphere and the background in which their commercial messages are delivered to the public.

We advised the FCC on January 29th that Mutual will continue, together with its independently owned affiliated stations, to build a national broadcasting structure dedicated to the expansion of the knowledge, the promotion of happiness and the advancement of American culture

and well-being. We meant what we said. And I think we have continually proved we adhere to the principles we enunciate.

But, of equal importance, is a unique experience through which few others have suffered. We have taken our ship through storms and conditions that could have destroyed us. We know the values of steadfastness, of loyalty to a purpose and to associates, and we know that being too stubborn to quit has a value in our way of life, too.

Largest NLRB Election of Professional Employees

General Counsel Stuart Rothman of the National Labor Relations Board announced on May 17 that engineers of the Western Electric Co., Inc., rejected union representation in the largest election ever conducted by the NLRB among professional employees.

Mr. Rothman reported the result of worldwide balloting was 3,970 to 2,603, with 108 votes challenged and 12 voided. Some 6,750 Western Electric Engineers had been eligible to vote.

The tally went against the Council of Western Electric Professional Employees-National, an affiliate of Engineers and Scientists of America. The Council, which first represented Western Electric Engineers in 1952, had petitioned NLRB for the election. It was directed after a lengthy Labor Board case hinged on the professional status of employees.

The five-member Board unanimously held that the predominant factor in determining whether individuals are professional employees is the character of the work they perform rather than merely their individual qualifications, background and experience.

In its decision and direction of election, the Board added: "This is not to say that the background of individuals within a disputed group is an irrelevant consideration, for background is examined for the purpose of deciding whether the work of the group satisfies the 'knowledge of an advanced type' requirement" within the Labor Management Relations Act's professional employe definition.

The secret ballots, tallied May 17 in the NLRB Regional Office in New York, were marked May 10. The voting was conducted by NLRB officials in 51 Western Electric locations in the United States—at plants, training centers and assignment offices in 14 states. In addition, mail ballots were received from 20 island and overseas locations.

The case before the Board, during a period of increasing professional employment in industry, involved hearings lasting more than a year. Some 4,000 pages of testimony were taken. In its decision, issued March 28, 1960, the Board rejected a specific formula proposed

by the Council that educational and experience requirements be used as the governing standard for professional engineers at Western Electric.

The Council, first certified in 1952 as bargaining agent for Western Electric engineers, was in the process of negotiating a fourth one-year agreement when the dispute arose over what constitutes a professional engineer. The Council claimed the company sought to weaken the bargaining unit. It asserted that subprofessionals it deemed ineligible for Council membership were assigned professional engineering work.

The election, which involved some individuals the Council sought to exclude, was conducted among engineers in 10 basic occupational fields.

How the Law Hurts

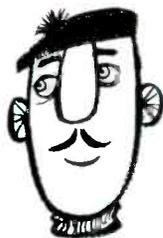
In Boston, Mass., when American businessmen cheat on their expense accounts they justify it for the most part on the grounds that Federal income taxes are too high. This was one of the principal conclusions drawn from a survey of 2,800 executives conducted by the Harvard Business Review. Other findings: 50 per cent of top executives in small firms have their memberships in social clubs paid for by the company, and 54 per cent of them enjoy a private car supplied free by the company. Nearly 20 per cent of top tycoons in big companies get free memberships in country clubs or summer resorts paid by their companies. More than 90 per cent of the business bigshots can charge off so-called business entertainment (nightclubs, cocktail parties, theaters) to their firms. More than 70 per cent of top executives take their wives with them on business trips, with the company paying the costs, because this, according to one executive, is the gimmick by which the boss's wife can enjoy a free vacation. But gradually the government is getting fed up with this racket. The business magazine quoted the commissioner of the U. S. Internal Revenue Service as criticizing businessmen for "an unfortunate tendency to try to live on expense accounts which results in the loss of tax revenue and a deep resentment on the part of taxpayers who feel their next-door neighbors are getting a better break than they are." Most interesting disclosure of all was that the majority of businessmen themselves figure that expense accounts are a racket. The survey found that 66 per cent of the executives "believe that expense accounts are often used by a company to give its executives a hidden, tax-free salary increase."

*Confused by
the babble
of the
jazz cats?*



*Bothered by
the beat
of the
bongos?*

*Man, you a
bad face if
you don't
know the...*



Jazz-beat Definitions

TECHNICIANS and engineers concerned with the reproduction of music, either at the recording end or the broadcasting end, are bound to run up against, sooner or later, the dedicated jazzman who feels it imperative to talk a language all his own.

In order that our membership may be able to interpret for themselves or others who may be standing nearby when these native jazzmen begin to talk in their native tongue, we are happy to be able to bring you this educational feature.

At no small amount of trouble and at great expense, we were able to outfit a safari and succeeded in bringing back a rare specimen of *jazzus musicanus*. This rare species is found hiding in dark cellars, preferring smoky surroundings where convenient protective coloration is found. Favorite colors are the Blues. Usually these natives are friendly (after a fashion) but their language is difficult to comprehend. (What we mean, man, is that these cool cats are the most and hard to dig.)

By stages of persuasion, including offering and withdrawing various tidbits of refreshment, including VDM's (very dry Martinis), we were able to teach one of the captured specimens to talk enough broken English that we were able to compile an English-Jazz dictionary. Now, in jazzland, our members need not starve (or thirst!) to death before finding their way back to civilization. This handy dictionary may be clipped out and carried on the person, along with a pocket flashlight. When caught in a lair of *jazzus musicanus*, the light, carefully shielded, may be used to read the dictionary. Be careful not to let it flare, for this may enrage the natives with disastrous results!

Bad Face—This is a no-goodnik; a real Frankenstein.

Box—This is also known as a Cube. This fellow is a "square all around" and is not hep.

Fig—Anyone who doesn't dig jazz past Glenn Miller.

Fig, Mouldy—A mouldy fig is the same, but worse, and all his heroes are dead except, perhaps, Lawrence Welk, for whom all the ballots are not yet cast.

Axe—Any musical instrument.

Cat—A male.

Bear—An unattractive female; a skag.

Heavy Cream—A fat girl.

Blow—To play. "He's a wig that blows gassy piano in his pad." Translation: He's an upper-class jazz musician who plays fine piano at his home.

Bread—Money.

Crumbs—A small amount of "bread."

Cutting a Take—Explaining a point. In the recording business, literally to make a record.

Security Cats—Television or radio musicians under contract who work regularly, preferring the security of a salary to gigging around with a band on different jobs.

What's Your Flag IQ?



INDEPENDENCE DAY comes in July and there's a lot of flag-waving. Another state has been officially added, and there's been a lot of talk about the stars in the flag. Here's a quiz to see how much you know about the flag. If you get 14 or 15 right, you're classed as Patriot; a score of 11-14 earns you the title of Semi-Patriot. With only 8-11 you're a Citizen. Fall below 6 and you're a Seditiousist! All set? Go!

1. The legendary maker of the first U. S. Flag was
 - a—Hetty Green
 - b—Barbara Fritchie
 - c—Betsy Ross
 - d—Barbara Allen
2. One Colonial flag previous to our present flag carried on it a
 - a—eagle
 - b—snake
 - c—bear
 - d—halibut
3. When the first two new states were added, the number of stripes was increased to 15.
 - a—true
 - b—false
4. You can properly fly the flag in rain, but not in snow or sleet
 - a—true
 - b—false
5. The flag can fly both day and night over
 - a—the White House
 - b—The Capitol
 - c—Pearl Harbor
 - d—Francis Scott Key's grave
 - e—Fort MclHenry
 - f—Mount Vernon
6. When draped over a street, the union (where the stars are) should go to
 - a—north or east
 - b—up and down
 - c—west and south
 - d—catty-cornered
7. Two flags may be placed above the U. S. flag in certain instances. They are:
 - a—Great Britain and Texas.
 - b—The United Nations
 - c—The Chaplain's pennant
 - d—The President's Insignia when he's at the White House
8. It is necessary to raise the flag to the peak of the staff before lowering it after it has been flown at half mast.
 - a—true
 - b—false
9. It is not permitted to make a U. S. flag out of nylon or any other artificial fiber.
 - a—true
 - b—false
10. Flag Day is celebrated in
 - a—July
 - b—December
 - c—June
 - d—Date is announced every year by the President.
11. The Pledge to the Flag was developed by a publication. It was
 - a—Benjamin Franklin in "Poor Richard's Almanac."
 - b—The Youth's Companion in 1892
 - c—The Patriotic Quarterly during World War I
 - d—F. Scott Fitzgerald in College Humor in 1921.
12. The last change in The Pledge was the addition of the words "under God." This was by presidential proclamation of
 - a—President Eisenhower
 - b—President Franklin Roosevelt
 - c—President Truman
 - d—President Wilson
13. It is not proper to fly any flag with less than 50 stars.
 - a—true
 - b—false
14. When a flag is being raised and the band plays the National Anthem you should rise, salute properly and
 - a—face the music
 - b—face the flag pole
 - c—face between them if you can't face both
15. When the flag passes, everybody in the crowd is required to render a salute except
 - a—retired officers of the armed forces
 - b—anyone convicted of a felony
 - c—aliens
 - d—teen-agers

(THE ANSWERS ARE ON PAGE 14)

FCC Warns Broadcasters

Loose Play with Technical Standards Brings Reminder from the Commission

In a Public Notice issued on April 29th, the FCC indicated its concern about compliance with the rules, standards and technical requirements of Part 3 and Part 13 of its Rules.

The text of the Notice is as follows:

"A recent review of the inspection records of the Commission's Field Engineering and Monitoring Bureau reveals an apparently increasing disregard of engineering rules and operator requirements and of equipment performance standards on the part of many broadcast licensees, particularly in the standard (AM) broadcast area. Deficiencies in the proper maintenance of complicated equipment, such as directional antennas, are indicated in many cases.

"The Commission is concerned over the failure of some licensees to recognize the importance of maintaining a high order of technical operational performance. Strict adherence to the rules, standards and technical requirements set forth in the rules governing commercial radio operators (Part 13) and the rules governing radio broadcast services (Part 3), is considered a basic requirement to operation in the public interest.

"In particular, it should be noted that the provisions of Commission rules which no longer require all operators to hold first-class radio-telephone operator licenses and which now permit unattended operation of some stations are not intended to lower the technical standards of operation or to imply that the stations can be operated without adequate qualified technical supervision.

"Licensees are urged to review their operating practices in the light of Commission requirements and are expected to institute corrective measures where needed."

A reliable source has indicated that the Field Engineering and Monitoring Bureau complains of unauthorized modifications of transmitters and the substitution of meters of doubtful accuracy, violation of FCC operator requirements, un-posted operator and station licenses, missing, inaccurate and improperly kept logs, defective or defunct Conelrad receivers, lack of records of proof of performance, etc., etc., etc.

We wonder how this squares with industry claims that remote-control of transmitters would be feasible with maintenance of a high level of technical standards. The Bureau's findings are necessarily limited by its budget and personnel and the "increasing disregard" of the rules and standards could no doubt be buttressed by further findings if the Bureau was able to make more comprehensive inspections, with the availability of more personnel.

In this connection, the IBEW has repeatedly pointed out that the disproportionately small number of broadcasting station inspections is unhealthy for those immediately concerned and certainly *not* in the public interest. For example, the record shows only 1,148 inspections during fiscal 1958 and 741 violation notices issued. In 1959, inspections totalling 1,048 produced 655 notices of violations. The addition to this shocking record of the recent Public Notice 87794 is a deplorable commentary which does not seem to have been well-noted by either the trade press or the industry generally.

Labor Columnist Praises League of Women Voters

An *AFL-CIO News* columnist said recently:

"Some say a woman doesn't reach the peak of her irresistible charm until she's at least 40. Well, in St. Louis the League of Women Voters has been celebrating its 40th anniversary and I find myself in a long queue of admirers wishing these dynamic ladies well. I use the word dynamic advisedly. The Daughters of the DAR have a dynamism that is almost overwhelming but their engines keep spinning in reverse. The ladies of the League have got their wagon in forward gear and are steady on the climb.

"The League of Women Voters sprang from the suffragette movement. It is a little dizzying to contemplate the fact that it was scarcely more than a generation ago, in November, 1920, that American women voted in a national election for the first time. The added fact that their judgment didn't seem to be any better than their men's and we got Harding anyway is beside the point.

"The point is that the League has probably done more than any single non-partisan organization to provide political education to all hands. In contributing to the growth of the citizen by producing antitoxin to the poison of prejudice, chauvinism, chicanery and sheer political cussedness, these females of the species have surely proved more deadly than the male."



A fraternal handclasp is part of the emblem of the AFL-CIO shown top left in this bas-relief at the AFL-CIO Headquarters in Washington.

Custom of Shaking Hands Began in Dim Antiquity

THOUSANDS of office seekers will be out this election year shaking hands with the man on the street and the woman in the supermarket.

Though the friendly handshake is a political and social institution of great antiquity, no one knows exactly how or where it began, the National Geographic Society says. The best-known explanation is that the

right hand held weapons, so ancients extended an empty right to show peaceful intent.

Another theory suggests that people got into the habit of clasping right hands as a sign of assistance.

In Babylon, the leading politician *had* to shake at least one hand a year. During the new year festival, custom required Babylon's king to grasp the hands of the image of Marduk to signify he received his authority directly from that deity.

Hand taking was part of the ancient Hindu marriage ceremony. Romans clasped hands in court as a sign of agreement, peace, or friendship. This became the Christian practice of extending the right hand of fellowship.

The handshake traveled with western culture. It even affected the customs of American Indians, who had greeted friends with various gestures, including blowing in one another's ears.

In the 1880 annual report of the Smithsonian Institution's Bureau of Ethnology, Garrick Mallery noted that "shaking hands on meeting" was the "annoying etiquette of Indians in their intercourse with whites." He said, however, that this "foreign importation" was a recent innovation and rarely used between Indians.

Mallery added, rather testily: "The senseless and inconvenient custom of shaking hands is, indeed, by no means general throughout the world, and in the extent to which it prevails in the United States is the subject of ridicule by foreigners."

Across the Pacific, meanwhile, Thai children were being taught the "senseless" custom to replace the traditional "wai" greeting in which the palms are pressed gently together.

Though the handshake has spread, it is still not universal. It finds its counterpart in many other forms ranging from weeping to kissing.

A Chinese of the old order shakes his own hands. The Ainu people of Japan make guests feel welcome by rubbing their own palms together. Andaman Islanders blow into one another's hands. A Lapp places one hand on a friend's shoulder in a half-embrace. The inhabitants of bleak Tierra del Fuego employ the hands in a bone-crushing bear hug.

A Moslem shakes hands with thumbs up, then touches his breast, forehead, and lips to express respect and affection.

Many primitive peoples indulge in ceremonial crouching and weeping. Aborigines of Australia and New Zealand, for example, meet with loud lamentation to commemorate friends who have died since the last encounter.

The ceremonial kiss has declined in recent centuries. The Dutch scholar Erasmus, who died in 1536, said a really well-mannered caller started his visit by kissing his host, hostess, all the children, and the dog and the cat. The quaint custom survives, perhaps, in the predilection of office seekers for kissing babies.

Arctic Stations Carry Broadcasts in Eskimo

Russia, Canada, and Greenland beam messages to the natives at the top of the world



THE air waves of the Far North are crackling with an awesomely difficult language—Eskimo.

An Eskimo noun can take more than 1,000 forms, each with its own subtle meaning. The famed Arctic explorer Vilhjalmur Stefansson, an authority on Eskimo, says that a verb root probably can be used in tens if not hundreds of thousands of ways.

For some years Greenland's broadcasting system has transmitted a variety of programs in the melodiously guttural language, the National Geographic Society says. Russia beams programs in Eskimo, and a Canadian station to be incorporated as the Eskimo Broadcasting Corporation has applied for a license in Toronto.

Teaching the Eskimo more about the world beyond snow, ice, and tundra is a prime concern of Canada's Department of Northern Affairs and National Resources. With game dwindling and industry penetrating the frozen northlands, the Eskimo is changing from a self-sufficient hunter to a working man who must buy what he needs in a general store.

Fortunately, Eskimos speak virtually the same dialect, though they are thinly scattered from Greenland to the Aleutians. The origin of Eskimo is not known. Some linguists believe it to be related to the Ural-Altaic family; others think the language may be a remote offshoot of the Indo-European group.

Like most primitive languages, Eskimo is complex and methodical. Eskimos use 10,000 to 15,000 words in everyday speech.

An elaborate system of suffixes modifies word meanings. There are no articles. The verb is all important, and most parts of speech can be turned into verbs. Like a magnet, the verb pulls nouns and suffixes together

so that an entire sentence can be compressed into one word.

The Eskimo expresses his thoughts quite differently from an English-speaking person. The predicate stands at the head of the sentence like a mighty floodlight, illuminating what follows. The question "Who owns this dog?" comes out in Eskimo, "Dog this one, who possesses?"

Positive statements are seldom made, possibly for fear of offending the spirits. "I know" is imparted by "I do not ignore." Rather than make an absolute command, an Eskimo will say, "Let us do so and so."

The Eskimos vocabulary is rich in terms for game, weapons, tools, his own senses, and home. By the addition of suffixes, *iglu*, or home, assumes many meanings. There are fine shades of difference for various kinds of wind. In English a seal is a seal all year round, but in Eskimo precise words for seal denote its seasonal habits and growth.

Despite its variety, the Eskimo language contains few abstractions. Words such as humanity and sin cannot be precisely translated. Forgiveness becomes "not-being-able-to-think-about-it-anymore."

Curiously, gender doesn't enter into Eskimo grammar or personal names. It is not unusual for a boy to be given a late grandmother's name. In consequence, he is often called "mother" by his mother, "mother-in-law" by his father, and "grandmother" by his sister.

Few foreigners have ever learned to speak Eskimo fluently. Igloo, kayak, and parka are among the few Eskimo words that have come into English. Even the word Eskimo is non-Eskimo. It is an Indian word meaning "eater of raw flesh," an ironic misnomer because cooked meat is greatly preferred by the *Innuits*, or people, as the northlanders call themselves.



Portland Is No Joke

THE seven-month-old newspaper strike in Portland, Oreg., is not just another strike; it is a direct challenge to effective collective bargaining in the newspaper industry.

Over the past few years publisher organizations have been testing a number of weapons designed to weaken and destroy unions in the newspaper field. These include strike insurance funds that protect publishers against loss for specified periods, generally 13 weeks. Strike insurance is planned to maintain the publishers' position over a long enough period so that the union will weaken and accept an inferior, substandard contract.

The other weapon, resurrected from an earlier period of industrial warfare, is the perfecting of a mobile strike-breaking force on tap for use at the opportune moment.

The strikebreakers, in combination with the strike insurance plan, are turned loose to justify publishers' attacks on working conditions built up over the past half-century. The phony "featherbedding" cry is raised, union workers are forced onto the streets and strikebreakers are herded into plants operating with protection against loss because of the insurance pool.

This is the pattern in Portland, where these weapons are being employed in a major testing operation.

The courage and determination of the seven unions involved in the Portland strike, their unity and cohesion in face of this attack, are the critical factor. They are fighting all labor's fight, for if the Portland publishers are successful in their union-smashing drive the insurance funds and the strikebreakers will be employed elsewhere—and not only in newspaper plants.

Newspaper Strikers Backed

THE AFL-CIO Executive Council has given its full endorsement to 800 striking newspaper workers in Portland, Oreg., and has condemned publishers' use of a "huge strike insurance pool" and their importation of professional strikebreakers.

Special circumstances of the Portland strike, now in its seventh month, give it special significance, the council said.

"First, it is a struggle against an attempt by the Portland publishers to weaken or wipe out terms of employment which have been established for years," the AFL-CIO leaders declared.

"Second, the publishers are being financed by a huge strike insurance pool created by the American Newspaper Publishers Association.

"Third, the struck newspapers are being manned by professional strikebreakers on a scale unprecedented in this generation.

"There are grave reasons to suspect that the strike is a laboratory for the newspaper owners, where they are testing the possibility of destroying union organization throughout their industry.

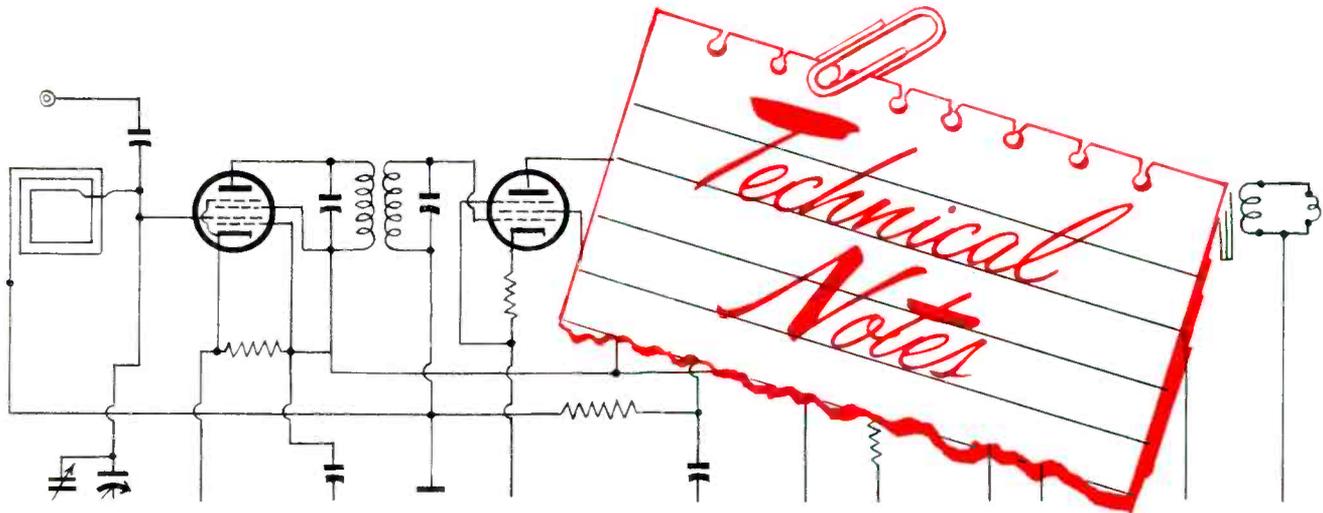
"This test cannot be allowed to succeed. If it does, it may become a pattern in other cities and other industries."

Asking all unions to support the Portland strikers, the council said their fight is of the deepest concern to the entire labor movement.

"We shall not," it said, "let these workers be defeated, for their defeat would signal a new outbreak of industrial warfare throughout the land."

ANSWERS TO FLAG IQ, PAGE 10

1. Betsy Ross is said to have made the first "Old Glory" but historians say this cannot be confirmed.
2. Snake. It displayed a rattlesnake with the legend "Don't Tread on Me."
3. True. When Kentucky and Vermont were admitted, the stripes were increased to 15. However, this was later rescinded.
4. False. It is not proper to fly the flag in rain.
5. b, d, and e are correct.
6. a is correct.
7. b and c. When the U. S. flag is grouped with other flags at the United Nations, it stands on an equal with all other national flags. During church services at military stations, the church pennant flies above the flag.
8. a is correct.
9. b. The material may be of any suitable cloth, either natural or man-made.
10. c. The exact date is June 14.
11. b.
12. a.
13. b. Any flag with 48 or 49 stars in good condition may properly be displayed until it is worn out. It should be replaced with a 50-star flag.
14. b. Face the flag if possible. If it is not in sight where you are, face the music.
15. c. Aliens are supposed to stand at attention. The military renders the military salute. Civilians render the civilian salute with right hand over the heart. Men remove hats.



Large-Screen Projector

General Electric Company has developed an electronic large-screen projector with an impressive combination of display capabilities.

Called the "Light-Valve" Projection System, the new device contains high-speed data acceptance, instantaneous (real-time) display, color, maximum picture quality, very high picture brightness and a wide range of image throw-distances.

Providing for the first time the performance essential for effective large-screen display of fast-changing situations, the new model also opens new projection possibilities in the military, medical, education and commercial fields.

The system is geared to accept processed data or live television images for display on large screen. With either type of input, the Light-Valve Projection System can present the display in color.

Use of the Light Valve principle makes possible "live" display with picture brightness that allows the data to be viewed by hundreds—or even thousands—in a room with normal illumination. It will be of value for military tactical and weather briefings, for example.

Military personnel sitting around a conference table will now be able to watch rapidly changing and complex situations as they develop and make quick decisions that are required.

In addition to displaying data, the projection system increases the possibilities for closed-circuit television in the educational field.

The system is self-contained except for power supplies. The cabinet for one of the military models measures 63.25 inches high, 41.25 inches deep and 25 inches wide.

In Light Valve projection, a special control layer modulates the light from a high intensity Xenon lamp. The optical characteristics of the control layer are changed by a beam from an electron gun which is controlled by the input signal.

FCC UHF Experiment

New York City has a long-range hope of falling heir to an experimental uhf station that FCC proposes to build and operate in the city and has urged Congress to approve the project.

Mayor Robert Wagner endorsed a uhf test in a wire to Sen. Warren Magnuson, chairman of Senate Commerce Committee and of appropriations subcommittee which considered FCC budget last month. House approved \$2 million for uhf test, \$225,000 less than FCC asked for.

Mayor Wagner said he would ask Board of Estimate for \$100,000 per year to provide municipal programs for FCC's special station. In long run city would be interested in buying station from federal government, if tests develop uhf audience, according to Seymour N. Siegel, director of city-owned WNYC and broadcast advisor to mayor.

Local 4 Veteran Dies

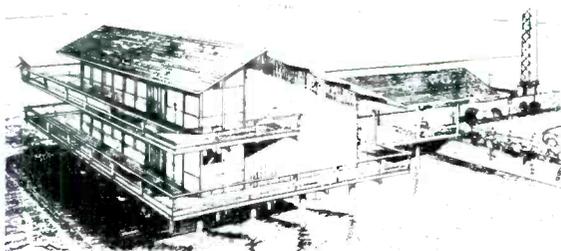
The brothers of Local 4, Missouri, were saddened May 1, 1960, when the news reached them that Brother Edward Tyler Felts, 53, was stricken by a coronary that ended his life at the controls of Station KMOX. Ed, as he was known by his co-workers and friends, had worked 22 years for the station. He is survived by his widow, Frances Carter Felts, and one son, Edward F. Felts, and a daughter-in-law, Joan. He was a member and worker in the Webster Hills Methodist Church and the funeral was held May 4 from the church. Ed was a past member of the Executive Board and Examining Board of Local Union 4. Four KMOX Engineers and two members of the church were pall-bearers.

(Thanks to W. E. Mansfield of Local Union 4 for passing on this bad news.)



STATION BREAKS

KGY Over-the-Water



KGY, Olympia, Wash., which employs members of Local 77, soon will be moving into its unique, new over-the-water (Puget Sound) home, scheduled for full occupancy by the middle of June. With the move comes a power increase to 1 kw and all new equipment for the 38-year-old station. The cost for the project is about \$70,000. It's \$40 per month rental for the tidelands over which the building sits and adjoining parking lot. Location of the new studio, which has a 50-year lease, is 1240 North Washington. And, continuing the "1240" theme, phone is Whitehall 3-1240.

Schooling Urged

U. S. Secretary of Labor James P. Mitchell recently sent a memorandum to high school principals urging them to impress on students the importance of schooling in relation to their future jobs.

He said Labor Department manpower and occupational studies show that "the kind and amount of education and training young people have will to a great degree determine how successful they will be as workers."

The need for education and skill in jobs is expected to rise in the next decade, Mr. Mitchell said in the memorandum, and young people without adequate preparation will find it increasingly difficult to get and hold jobs.

"Students—and their parents as well—need to know these facts," the Secretary declared, adding:

"I know that you and your colleagues in the educational community are trying to meet the needs of all kinds of these young people. For our part, we are trying to make clear to everyone—particularly to young people—the increasingly important relationship between education and employment.

"The 1960's will offer great opportunities as well as challenges for the millions of our young people who will be getting their education and beginning their lifetime work careers. All of us share in the job of helping them to become responsible and informed citizens who work at the highest level of which they are capable with competence and satisfaction."

FM Emergency Net

Four FM stations remained on air during the May 3 Conelrad alert test. Covering the mid-Atlantic area, the four stations continued operating using sub-carrier of their multiplex systems to test capability to serve as backup circuit for relaying civil defense and presidential messages via Conelrad control stations. High quality FM circuits (15 kc) compared above average with voice quality wire lines normally used in this function, it's understood. Stations involved in experiment: WTOP-FM Washington, WBAL-FM Baltimore, WNAV-FM Annapolis, Md., and WDOV-FM Dover, Del.

Meeting Reminder

The 1960 Broadcasting and Recording Division Progress Meeting is August 12, 13, and 14, Colorado Springs, Colo.

LAST LAUGHS



IT'S THE SENATOR SIR, HE WISHES TO KNOW IF YOU DESIRE ANY MORE LABOR LEGISLATION THIS SESSION?

1962 OCTOBER 15
 LOS ANGELES, CALIF.