

HEINL RADIO BUSINESS LETTER

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October 6, 1942

RADIO AND PRESS STILL BOILING ON CENSORSHIP

Probably never in the history of journalism and certainly not in the history of radio has such a prolonger and heated discussion been stirred up as the pros and cons in suppressing news of President Roosevelt's trip and the bawling out the President gave the radio and news correspondents upon his return to the White House. The radio people having the Government string attached to them, which they feared might be yanked at any time, were much less vociferous but the press led by the New York Times and the Baltimore Sun, probably the two leading Democratic papers of the country, surely went to town. The Sun saying that it was more like radio and press censorship practiced in enemy countries, added that the broadcasting stations and newspapers performance of duty in obeying censorship "had exposed them, and the country as a whole, to a singular piece of abuse by the President of the United States".

Very significant was what J. Roscoe Drummond wrote in the Christian Science Monitor:

"The Government is headed for trouble in the borderline application of the already exacting censorship. Washington newspaper and radio correspondents are virtually unanimous in believing that censorship has recently been going too far afield and are yet to be convinced that there are not purposes other than military security behind it.

"It is agreed that if the press comes to the point where it feels it has got to decide when it will and when it will not accept concrete applications of the voluntary code, the code is then skating on very thin ice and may go under any minute.

"But have those Government officials who talk about the alternative of compulsory censorship a real threat, or only a hollow threat?

"There can be no all-in compulsory censorship of the press and radio unless it is voted by Congress; and while, admittedly, Congress has not overpowering affection for the press, it cannot vote to enable the Government to censor the press unless it thereby votes to enable the Government to censor Congress. Obviously, if the Government acquires a compulsory censorship, it will possess the power to determine exactly what the press and radio shall and shall not report and broadcast from Congress.

"Under the prevailing voluntary censorship, any Members of Congress is an appropriate authority - and therefore a printable authority - for anything he wishes to say. Under compulsory censorship - if Congress chose to enact it - some executive official in

the Government would be empowered to censor any statement from any Congressman which he decided the press or radio should not report. Compulsory censorship could work on no other basis."

Mr. Drummond's name headed the long list of White House correspondents who sent a letter of protest to President Roosevelt.

The Editor & Publisher said:

"The consequences to newspapers may be unfortunate. Hundreds of thousands of people saw and probably heard the Chief Executive on his travels. Many of them, it can be assumed, are ardent admirers of the President - and they wondered why their newspapers and radio stations ignored an event which they cannot but regard as historic. They had no way of knowing that the White House itself - not the Office of Censorship, not the military authorities - had dropped the veil over the presidential journey. Political implications were inevitable - but this time the press was absolutely in the clear."

The Milwaukee Journal stated editorially:

"The damage of the secrecy was enormous and cannot yet be reckoned. The press was censored, the most important story of the day withheld from the public. Henceforth readers of newspapers and listeners to the radio are going to ask how much of the war is not being told them from Washington and how much of what is told them is true."

The Newark News had this to say:

"The trip from which the President returned was one in which he exercised absolute control of all sources of news. At the request of the White House, newspapers and radio suppressed all news of this tour, of which millions of people were aware. * * * After his brief taste of news dictatorship he returned to Washington impatient with the free news, free comment, more or less free interviewing and free speech-making that flourishes there. * * * The presidential tour must be considered harmful to the interests of a free press. Not news suppression, but the presidential attitude toward it is what is disquieting. * * * It seems to us the President cannot fight a war and conduct a running fight with the American press and radio, or part of them, without hurting both the war effort and general confidence in great agencies of public intelligence. * * *"

Claude Mahoney, who succeeded Earl Godwin, now with Ford, as a morning Washington commentator on the Blue Network, said that President Roosevelt's contradicting what some of his highest officials were saying in his absence with the approval of the Office of War Information was a slap in the face at Elmer Davis who, as Mr. Mahoney pointed out, was sitting right behind the President at the time he spoke. Arthur Krock, also nothing this clash with Mr. Davis and expressing the opinion that the coordinator of publicity must now swerve into Mr. Roosevelt's course and give new instructions to Davis, wrote in the New York Times:

"The people must no longer be charged with complacency, sloth, overoptimism, selfishness and guilty partnership in all the error and inefficiency of Washington. The crafty 'we' must be restricted in application, Labor must not be told that any of its war record makes bad reading. The orators and their ghosts at OWI must somehow discover a way to praise the government and the people, criticize Congress and vague sections of the press and radio, stress the dangers and difficulties of the war in a way to get the highest popular assistance in eradicating them, and yet not go so far as to say that we are losing."

While the names of Elmer Davis and Byron Price, Director of Censorship, have been brought freely in the discussion, there has been no mention or criticism of either William B. Lewis, OWI Radio Head, who is subordinate to Mr. Davis, or to J. Harold Ryan, Assistant Director of Censorship.

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PEACE EFFORTS CONTINUE AS ABA COMPLETES ORGANIZATION

Unless there is an eleventh hour change, the American Broadcasters' Association will adhere to its original plan of holding its first organization meeting at the Hotel Ambassador in New York City this Thursday (October 8). If there is a change, the meeting may be switched to Chicago to coincide with the meeting of the National Association of Broadcasters in Chicago next Tuesday (October 13).

The NAB had originally been called for October 14 meeting but since the Federal District Court is to hear the arguments on the plea of the Department of Justice for a temporary injunction on Monday, the 12th, and so many of the NAB people would probably attend, it was felt that time might be saved by holding the Directors' meeting on Tuesday.

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JAMES S. VANCE, FORMER OWNER OF WJSV, DIES

James S. Vance, 66 years old, former owner of Station WJSV in Washington, D. C., which still carries his initials as its call letters, died Saturday at his home in McLean, Virginia, after a long illness.

In Washington, Mr. Vance founded the Fellowship Forum in 1921. Several years later he established the radio station, which he operated as the WJSV Corp. until 1935, when it was sold to the Columbia Broadcasting System. After selling the radio station, he went into the printing business. He headed the Independent Publishing Co. and published the American Protestant until his retirement.

Born in Bibbs County, Ala., Mr. Vance went to New York in 1910 and became business manager of New Age, Scottish Rite publication. He later joined the staff of the Analyst, a financial paper published by the New York Times.

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NAB FIGURES RADIO PAYS PETRILLO \$15,000,000 YEARLY

A study of James Caesar Petrillo's ban against electrical transcriptions and other types of musical recordings, published and distributed last week by the National Association of Broadcasters, points out that:

1. Earnings of union musicians for services in radio broadcasting have increased steadily with the growth of radio until today they exceed an estimated \$15,000,000 a year. Union musicians earn millions of dollars additional in making recordings (at a minimum scale of \$10 per hour) and electrical transcriptions (at a minimum scale of \$18 per hour).

2. Approximately 225 of the communities in which broadcasting stations are located do not have enough musicians to form a local of the American Federation of Musicians.

3. More than one-half of the membership of the American Federation of Musicians consists of non-professionals who are not entirely dependent on music for a livelihood.

4. Members of the American Federation of Musicians are engaged in more than 150 other occupations, trades, businesses and professions; and for them music is really only a pin-money sideline.

5. More than one-half of the broadcasting stations of the country are small stations with annual gross income, before deducting salaries and other operating expenses, of less than Mr. Petrillo's annual salary and other personal income from his union. More than 450 stations have annual gross receipts of \$75,000 or less; and the gross receipts of 137 of them are \$15,000 or less. Two hundred radio stations actually lose money, while the average annual net profit, even before taxes, of the stations whose total receipts are less than \$75,000 is approximately \$1,000 per station. If these stations were forced to hire even a few musicians for the 15 or more hours that they are on the air, musicians' salaries would consume more than these stations' gross receipts from all sources, and they would be put out of business.

6. Undoubtedly there are some unemployed musicians, especially in the large cities, but the majority of people about whom Mr. Petrillo talks, while they may be unemployed as musicians, are not without gainful employment in other occupations.

The results of the study are being widely distributed, with the first copy going to Senator D. Worth Clark, of Idaho, Chairman of the sub-committee of the Senate which will investigate the Petrillo ban. At this writing Senator Burton K. Wheeler had made no further announcement with regard to the Senate Petrillo hearings, but they were expected to be forthcoming within the next few days. The Federal District Court is still scheduled to take up the Petrillo case in Chicago, Monday, October 12th.

In the meantime, Oscar F. Hild, President of the A. F. L., Cincinnati Musicians Union, forbade radio broadcast of music to be played on an Army Air Force dance band at a USO party scheduled for last Friday night in Cincinnati.

Hild said his union held contracts with all Cincinnati radio stations denying them the right to broadcast the music of non-union musicians.

"We have no protest against the band", Hild said. "Our protest is against the USO, which sometimes uses union bands, sometimes non-union, and at other times, service bands."

In New York objections by the American Federation of Musicians (AFL) forced the War Savings Staff of the Treasury Department to abandon presentation of specially-prepared musical programs over a network of frequency modulation radio stations, it was disclosed.

Local 802 of the union disapproved of a Treasury plan to accept the offer of the Perole String Quartet to play free of charge on the grounds that the FM stations did not use any musicians on a regular basis. Through the quartet's offer, the Treasury hoped to take advantage of the greater fidelity of transmission inherent in FM broadcasting.

William Feinberg, secretary of the local, said the union told the Treasury that the quartet could volunteer to play over any station it chose providing the station ordinarily employed some musicians. He said F.M. broadcasts did not maintain staff orchestras as standard stations do.

Mr. Feinberg added that if the Treasury's request was granted, it would be possible for a station never to hire musicians regularly and still offer the best of musical programs through the participation and interest of the Government.

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FISHBEIN HEADS COMMITTEE TO STUDY PROGRAM MORALE

A scientific approach to the morale qualities of network broadcasting was announced by Niles Trammell, President of the National Broadcasting Company, with the formation of an Advisory Committee headed by Dr. Morris Fishbein, Editor of the Journal of the American Medical Association. Associated with Dr. Fishbein will be Dr. Henry R. Viets, noted Boston neurologist. Also Dr. Winfred Overholser, famous psychiatrist, Superintendent of St. Elizabeth's Hospital in Washington.

The Committee will work under the supervision of Dr. James Rowland Angell, Public Service Counselor of the National Broadcasting Company, President Emeritus of Yale University.

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SEES U.S. MOVING TO TAKE OVER SHORT-WAVE STATIONS

In the widely syndicated "Washington Merry-Go-Round", Drew Pearson writes:

"Very quietly the Government is moving to take over the short-wave broadcasting stations of the entire country.

"Four years ago, when Roosevelt was charged with being a socialistic New Dealer, Congress debated for days over the idea of one lone Government radio station, and a terrific lobby was organized to block it.

"But now the taking over of a group of private stations is not causing a ripple. In fact, the big broadcasting companies, which never made a profit on short wave, seem anxious to let the stations go.

"The deal is being worked out by Elmer Davis' OWI, and will include three large international stations owned by NBC, CBS, and Crosley. All programs will originate from the General Motors Building in New York except for some programs to be prepared by the Rockefeller Committee in Washington. A hook-up is planned with certain foreign stations, particularly the Fighting French outlet in Brazzaville.

"Director of the new network is slated to be Pete Nelson, former head of World Broadcasting in Boston.

"Congressional approval will be necessary but, in contrast to the fight of several years ago, is expected to be easy."

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WASHINGTON TRANS-LUX RADIO BUILDING SOLD

The Trans-Lux Building, Washington, housing the Radio Corporation of America, the National Broadcasting Company and the Blue Network was sold this week by Mrs. Evalyn Walsh McClean, widow of the late Ned McLean, former owner of the Washington Post and the Cincinnati Enquirer.

The amount involved in the real estate transaction was not disclosed, but the property, fronting 93 feet on H Street, N.W., 206 feet on 14th St. and 53 ft. on New York Avenue, is known to be assessed at \$1,400,000.

Erected in 1936 on the site of the old Oxford Hotel, which was built by Mrs. McLean's father, Thomas Walsh, Colorado mining magnate, the building was under a 40-year lease to the present purchaser. Mrs. McLean is also known for her large social entertainments and as the owner of the famous Hope Diamond.

In negotiations for the sale of the Trans-Lux Building, completed last Saturday when the new owner took possession, settlement was made through the Columbia Title Insurance Co. of Washington. Mrs. McLean was represented by Attorney Evert Bono Major, and G. Calvert Bowie, Vice President of H. L. Rust Co. Bowie and Major arranged refinancing of the property through the Prudential Life Insurance Co.

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PHILIP MORRIS FILES ANSWER TO FTC CHARGES

Philip Morris & Co., Ltd., Inc., manufacturers and distributors of Philip Morris cigarettes, Dunhill cigarettes and Revelation smoking tobacco, with executive offices in New York and factories in Richmond, Va., has filed an answer to a complaint issued by the Federal Trade Commission which charged the respondent with misrepresentation and false advertising of its products.

The answer admits the respondent has disseminated advertising of its products in magazines, newspapers, by radio broadcasts and other advertising mediums, but alleges that the complaint of the Commission does not correctly state the substance of some of the advertising claims made by the respondent for its products and many allegations of the complaint are therefore denied. These claims, as set forth in the complaint, include representations that Philip Morris cigarettes cause no nose or throat irritation, that they protect the throat, and that they are useful in forestalling the harmful effect of cigarette smoking. Included in this group of claims is the allegation in the complaint that respondent has represented that "Revelation" pipe tobacco is free from "bite" and that the properties and qualities of Revelation pipe tobacco are similar to those claimed for Philip Morris cigarettes.

The complaint alleged that the respondent represented through advertisements in magazines and other media that it would send upon request reprints of all papers published on the influence of hygroscopic agents on irritation from cigarette smoke, but that the respondent has purposely failed to send any such reprints which show that the agents used in the manufacture of its cigarettes are irritating to the throat. The answer admits that it has not sent to all persons requesting them reprints of all papers published on the influence of hygroscopic agents, but alleges that it has adopted and continuously followed the ethical practice of sending reprints only to members of the medical, dental and allied professions. The answer further asserts that the cigarettes manufactured and sold by the respondent are different from other leading brands of cigarettes that contain a different hygroscopic agent. That use of this different agent renders the smoke of its cigarettes less irritating and this difference is established by scientific research which the respondent believes is authentic and conclusive and that the respondent has truthfully and appropriately advertised the result of such research.

The answer admits allegations of the complaint as to disseminating advertisements of Dunhill cigarettes which were represented as "blended to a private formula of Alfred Dunhill, Ltd." and that over the facsimile signature of "Alfred Dunhill" on the package it was stated that "the method employed in the blending of Dunhill cigarettes insures the complete enjoyment of their ripe Turkish and domestic tobaccos" while the only indication of domestic origin is the legend "Made in U.S.A." in small type. The answer admits the representation, but denies knowledge as to the truth or falsity of the Commission's contention that a portion of the purchasing public prefers imported cigarettes and will pay a higher price for them than for American cigarettes. The answer denies the charges of the complaint that the representations have the tendency to deceive and mislead the purchasing public into the belief that Dunhill cigarettes are manufactured in England.

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NOTED SPEAKERS AT COLUMBIA UNIVERSITY-NBC PROJECT

Distinguished leaders in Western Hemisphere activities will be brought together in New York in an Institute of Inter-American Affairs October 10, 11 and 12, commemorating the 450th anniversary of the discovery of America.

The forum is sponsored jointly by Columbia University and the NBC Inter-American University of the Air.

Speakers already scheduled, with more to be announced, include President Nicholas Murray Butler, of Columbia University; Dr. James Rowland Angell, NBC Public Service Counselor and General Supervisor of the NBC Inter-American University of the Air, and former President of Yale; former President Carlos Davila, of Chile; Dr. Don Luis Quintantilla, Mexican Minister to the United States; James L. Fly, Chairman of the Federal Communications Commission; Dr. John W. Studebaker, United States Commission of Education; and others.

Chairman Fly of the FCC and Commissioner of Education Studebaker are to speak Monday, October 12, at an 8:30 P.M. session in Radio City. The topic is "Cultural Relations".

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Fred S. Hirsch and William W. Hirsch, trading as Innerclean Manufacturing Co., 846 East Sixth St., Los Angeles, and Wilbur C. Jeffries, engaged in the advertising business as W. C. Jeffries Co., 165 North LaBrea Ave., Los Angeles, are charged in a complaint issued by the Federal Trade Commission with misrepresentation in the sale of a medicinal preparation. The complaint alleges that the respondents have disseminated advertisements in newspapers, circulars, pamphlets, radio broadcasts and other advertising media.

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BESSER, NOTED RADIO PIONEER, DEAD

Dr. Herman Besser, inventor of the Besser X-Ray tube and noted radiologist, died in New York last Sunday after an illness of two months. He was 72 years old. Dr. Besser was also a pioneer in radio and during the First World War he taught radio construction. Among his students were many who later became military radio operators.

A pioneer in the field of X-ray, he held the chair in Roentgenology at Polyclinic Hospital in 1906. From the moment of the discovery of the X-Ray by William Roentgen, Dr. Besser conducted experiments in the then unknown science. He published the first magazine devoted to the science. It was the Skiagraphic Atlas. At that time he carried on a voluminous correspondence with Roentgen about their mutual efforts in the new field. Roentgen was a frequent contributor to Dr. Besser's magazine.

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PALEY HEADS HOSPITAL DRIVE

Just back from England, William S. Paley, President of the Columbia Broadcasting System, is now heading New York's annual United Hospital Fund drive. While in London, Mr. Paley studied the work of doctors, nurses and hospitals in communities under the threat of frequent attack.

"He knows first hand", said Roy E. Larsen, President of the Fund, "the vital necessity of war preparations by our seventy-six voluntary New York hospitals and their affiliated services. Our hospitals are already preparing to receive large numbers of casualties, to move patients on short notice under attack, to continue to train more and more skilled doctors, nurses and technicians to serve with the armed forces and to help the multiple emergency casualty stations."

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SOLDIERS LIKE VARIETY ON RADIO, WAR DEPT. FINDS

What the average soldier wants to hear on his radio is dance music, news, comedy and sports. Reporting on a survey conducted in Army camps throughout the United States, the War Department said Sunday the soldier does not care a great deal for serial drama, operas and hill-billy music.

One soldier in six owns a radio and slightly more than half the men listen to a program at some time during a typical weekday, it was learned. For some reason more listen on Thursday than any other weekday. Popular "sweet" and dance music led all the rest in preference, with 87 percent favorable, while 86 percent of those surveyed expressed a liking for news broadcasts. Sports scored 69 percent and symphonies and operas but 32 percent.

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::: TRADE NOTES :::

Colonel R. Ernest Dupuy, former Chief of the Planning and Liaison Branch of the War Department, Bureau of Public Relations, has just become Chief of the News Division with completion of reorganization of the publicity set-up in the Department in Washington.

Major Gen. Alexander D. Surles continues as Director of Public Relations, Col. Stanley G. Grogan, former Chief of the Press Branch has been promoted to Deputy Director.

The news division in the reorganization includes all six branches: press, radio, pictorial, publication, analysis and continental liaison.

The Federal Communications Commission approved a wartime power of attorney for the affairs of licensee Joe L. Smith, Jr. to be handled by his father, Joe L. Smith, Sr., insofar as it relates to radio stations licensed to or controlled by Joe L. Smith, Jr., (broadcast stations WJLS, Beckley, West Va., and WKWK, at Wheeling, and relay station WAIE).

Federal Communications Commission has lost three of its top legal lights. General Counsel Telford Taylor and an assistant, Ralph L. Walker, are Majors in the Army, and Lucien Hilmer, another assistant, has joined the Board of Economic Warfare.

The Governor of the British Broadcasting Corp. Harold Nicolson, answered Nazi propaganda charges of bad behavior by saying that trouble among the Americans was "only about half" of that in the British army.

Fred M. Thrower, Jr., General Sales Manager of the Blue Network Company, was elected a Vice President of the company, it has been announced by Mark Woods, President. The Blue Network Company is a direct subsidiary of the Radio Corporation of America, recently having been separated from the National Broadcasting Company.

Sponsor of the United States submarine GRUNION overdue in the Pacific for some time and presumed lost, was Mrs. Hooper, wife of Admiral S. C. Hooper, former Chief of Naval Communications and well known to the industry. The GRUNION was launched Dec. 22, 1941.

In a half-hour salute to Station KFAR, Fairbanks, Alaska, when that station increased its power from 1,000 to 5,000 watts, General Electric's shortwave station KGEI at San Francisco produced a playlet which made radio history in the Northern territory, according to reports just received in the United States.

Never in its 20 years of existence has WEAJ charged admission to a studio broadcast, but beginning Wednesday, Oct. 7, WEAJ will sell War Stamps and Bonds to any or all of its more than a million yearly visitors who particularly enjoy the air programs they have seen. Sponsors signifying marked enthusiasm in the plan are cooperating in the arrangements.

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