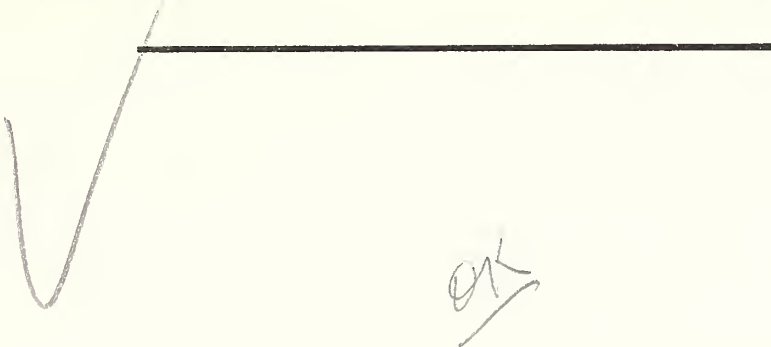


# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.



100-1000  
10-10-42  
Filing 1-10-42

## INDEX TO ISSUE OF OCTOBER 9, 1942

No Censorship In U.S. Program Clearance, Says OWI.....	1
Force, Of NBC, New OWI Radio News Editor.....	2
Likely Industry Only May Learn Radio Tube Results.....	3
Calls F.D.R.'s Trip Biggest Secret In History.....	3
House Hears FCC Bribery Probe Demand.....	5
U. S. To Lease Short-Wave Stations.....	6
A. F. L. Backs Petrillo In Music Fight.....	7
ASCAP Third-Quarter Distribution \$1,056,000.....	8
ABA Meets And Elects Temporary Directors.....	9
Committee Formed To Foster Better Wartime Music.....	9
Trade Notes.....	10
White And Ream New CBS Vice-Presidents.....	11
First Lady Commends Ruppel For Soldier Letters.....	11

No. 1470

## NO CENSORSHIP IN U.S. PROGRAM CLEARANCE, SAYS OWI

(Note: This is not for publication but is a confidential report of a closed circuit talk to broadcasting stations by William B. Lewis, Chief of the Radio Bureau of the Office of War Information).

In a closed circuit talk to broadcasting stations, William B. Lewis, Chief of the Radio Bureau of the Office of War Information, explained that Regulation No. 2 hereafter requires the clearing of all Government programs through the OWI.

"Let me say at the outset that this new regulation is in no way a new type of censorship putting bars between local broadcasters and patriotic groups and government agencies", Mr. Lewis declared. "The cordial relations that have existed up to now must continue if the broadcasting industry is to keep doing its job for the war effort.

"Don't make any changes in your present method of handling and clearing war programs until you've worked out procedures with the nearest OWI radio representative.

"Many of you have already heard from the OWI regional office in your territory - or - if the letter hasn't arrived yet, it's on its way. This will be your opening contact with our branch representatives on this regulation, and I know you will give them promptly the information they ask.

"You'll remember that some time ago we suggested you appoint from your staff, a 'war program manager'. Hundreds of stations have done so, and it's worked out successfully. These war program managers are responsible for all contacts with field offices of Government agencies, and keep a watchful eye over the war messages and war programs their stations put on the air.

"The war program manager is the logical person to be your permanent contact with the OWI field representative, discussing with him the clearance procedures to be followed locally on all official radio material.

"I know that all of you realize Regulation No. 2 is not concerned with station-originated programs unless they request specific information or cooperation from some Government agency. The producer of the individual program should go directly to the Information Division of the agency involved. The agency, in turn, will notify the OWI what assistance or material has been supplied.

"Regulation No. 2 marks a first step toward further and smoother coordination. It lays the groundwork for still another plan that will enable you to serve the war effort more efficiently, with less wasted effort, less confusion, more results. The details of this plan are not ready to be announced, but will follow as soon as the operation of Regulation No. 2 begins to straighten out.

"In the meanwhile, from you people out there, running the individual radio stations of America, we ask these things at this time:

"First, that you keep right on with your war programs and your local contacts with Government agencies and your plans for new and better shows.

"Then, that you work with the nearest OWI radio field man, and set up clearance procedures with him and with all the field representatives of official agencies.

"And, lastly, that you give us full cooperation in the national pattern of radio coordination which we are striving to create. Only by concerted action can the war effort reach its goals.

"In closing, I want to take this opportunity to thank every one of you for the vast amount of energy and enthusiasm you have put into your work on behalf of an America at war. I know that all of the Government agencies which are finding radio such a successful medium for reaching the American public wish me to pass along their appreciation for your excellent and unfailing cooperation. Here at the Radio Bureau of the Office of War Information we stand convinced that no other industry in the nation has given more fully, and without recompense, of its facilities."

The OWI Radio Bureau has mailed to every broadcaster a list of the cities in which OWI field offices are located.

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FORCE, OF NBC, NEW OWI RADIO NEWS EDITOR

Arthur Force, of the National Broadcasting Company, has been named editor of the Radio News Section, News Bureau, Office of War Information. Mr. Force goes to OWI with fifteen years newspaper and radio news experience. He was night news editor of the National Broadcasting Company in New York City and previously worked on newspapers in New York, Newark, Detroit and Toledo.

The OWI Radio News Section will become the liaison agency for radio news press associations, newscasters and news commentators.

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## LIKELY INDUSTRY ONLY MAY LEARN RADIO TUBE RESULTS

Chairman James L. Fly hasn't decided yet whether or not the results of the tube survey which the Federal Communications Commission is making, will be made public. The problem came up at a press conference when Mr. Fly was asked if any progress had been made on tubes and manpower.

"Progress, yes", Mr. Fly replied. "No particular steps to report, however."

"Are the results of the tube survey going to be announced in the near future?"

"Are you asking now as to whether they will be announced or as to the time?" the Chairman countered.

"Well, (a) as to whether they will be announced, and (b) as to the time."

"If it will be announced it will be at an early date", the FCC head answered. "I simply haven't thought through the problem as to whether the results should be made public. Undoubtedly they will be available to many people in the industry. I just don't know off hand whether they will publicize the results generally. It is predominately an industry matter."

"Do you draw a line when you say publicize generally and trade papers?"

"The point I was making - when the Domestic Broadcasting Committee is in possession of the full information, you can see that it will have pretty broad circulation within the industry, and I should think that, everything else being equal, we should like to publish it at least in the industry magazines so that every member of industry will know the score, but there may be some arguments to that and we simply haven't got to that question", Chairman Fly concluded.

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## CALLS F.D.R.'S TRIP BIGGEST SECRET IN HISTORY

Representative Shafer, of Michigan, had the following editorial captioned "Harum-Al-Rashid With a Brass Band" from the Chicago Tribune, reprinted in the Congressional Record:

"The tactics of Harun-al-Rashid, who sallied forth at night to see what his loyal subjects were doing and saying, are, of course, susceptible to modern improvements. Mr. Roosevelt's journey demonstrated once more that America is, indeed, the land of superlatives. His secret was undoubtedly the biggest secret in history.



10/9/42

Probably less than half the people in the communities through which he passed have been talking about it for the last 10 days. Between 50,000 and 70,000 soldiers were required to guard the route he traveled on the Pacific Coast and at one place, it is reported, the President addressed 50,000 persons. But at least it was a well kept secret to the shut-ins who depend on the newspapers and the radio for their news. The censorship office decreed that the President's movements were a military secret and not a single newspaper in the United States printed a word of them until he was safely back in the White House. Now some of their readers who don't know the circumstances accuse them of boycotting the President.

"As Representative Halleck noted in Congress, these uncontrollable urges to go out and see what the people are thinking and saying seem to seize possession of Mr. Roosevelt about once every 2 years. In 1936 there was the inspection of the drought areas, of which Mr. Halleck was so unkind to say that they consisted of about 5 minutes of drought inspection and 5 days of parades. In 1938 there was a similar swing around the circle, and in 1940, as everyone will remember, the tension of international events which was going to keep the President in Washington relaxed enough to permit him to inspect defense plants in those areas in which the people were least suspicious that what Mr. Willkie was saying was only campaign oratory. It is understood, of course, that these trips have all been nonpolitical. The fact that elections also occur at 2-year intervals is purely a coincidence.

"This is the first of the trips that Mr. Roosevelt has made in camera. As time goes on repetition of the device may bring refinements. When the Prince of Wales, the present Duke of Windsor, wished to avoid the panoply of state visits he traveled under one of his minor titles, as Baron Renfrew. The 21-gun salute to the President was abolished on the trip just finished. Perhaps in the future Mr. Roosevelt will prefer to travel under one of his subsidiary titles, such as President of the American Red Cross or of the Warm Springs Foundation."

Addressing the New Jersey Press Association at New Brunswick, Byron Price, Director of Censorship, again paid tribute to the radio and the press for keeping the secret.

"I am sure the public will applaud the press and radio for what they did in this instance", Mr. Price said. "Yet, I wonder how many readers ever stop to consider that this process of thinking first of the welfare of the country goes on every day, every hour, through the newspaper plants of the country.

"Is it too much to ask that newspaper readers and radio listeners do as well? If the professional news distributors can keep the faith, why can't the amateurs?"

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## HOUSE HEARS FCC BRIBERY PROBE DEMAND

The Federal Communications Commission was called on by Representative Wigglesworth (R), of Massachusetts, to affirm or deny the old charges that "members or former members" of the Commission have taken payments from broadcasting firms in return for official favors. This came up in a discussion of an appropriation of \$559,000, roughly, which was recommended by House Appropriations sub-committee in addition to approximately \$7,437,000, which the FCC has already had for this fiscal year.

The extra money was requested to allow the Commission to investigate the personnel of international and domestic foreign-language broadcast stations, to continue the survey of telegraph service, to make a survey of the foreign language program service, to make a study of the labor supply in the communications industry, to do work in the so-called inter-American communications field, and to make a very substantial enlargement of their offices at Kingsville, Texas, San Francisco, Portland, Oregon, London, and in Washington. It includes a Director of a Foreign Broadcast Intelligence Service.

"There has been for years, as you know, a lot of smoke around the activities of the FCC and around its relationship with the networks which it is supposed to control," Mr. Wigglesworth declared at the same time revealing that he had quizzed FCC Chairman James L. Fly during recent hearings before the House Appropriations Committee, asking whether John Farnham, Government investigator, had reported that Sam Pickard, a former member of the old Radio Commission, had been guilty of grossly improper conduct while in office.

Mr. Fly said the report had shown a "critical attitude" toward some of Mr. Pickard's official acts, but that the investigation was still in progress.

On this point, Congressman Wigglesworth told the House he understood the record would show that Mr. Pickard's actions in supporting the interests of a major radio network - he named the network but later ordered the name deleted from the record - "at a time when Mr. Pickard was anticipating an early association with that network" would justify the FCC in finding his conduct in office to be "grossly improper".

Again during the hearing, Representative Wigglesworth asked Mr. Fly whether Farnham had reported "that charges had been made against another former member of the FCC of receiving financial gratuities" from broadcasters.

"Rather than a charge, I think that was just a rumor", Chairman Fly testified, adding that the matter "is still pending".

Mr. Wigglesworth declared that several independent sources had made charges that one network paid a former Commissioner for favorable official treatment.



On the alleged \$5000 cash and bond deal, Mr. Fly told the committee that "it is one of the phases of the matter that is now outstanding".

Of this deal, Representative Wigglesworth told the House that Farnham's report showed the broadcaster paid out the \$5,000 (\$1,000 cash and \$4,000 in Government bonds), and also produced a notebook in which were written the names of the seven members of the FCC. The word "yes" was written beside five of the names, he said, while one member was noted as 'absent, not voting', and another 'present and not voting'.

Congressman Wigglesworth added that when placed under oath the broadcaster denied being told the money would go to the Commissioners and said he had destroyed the notebook. The notebook later was reported to have turned up with the list of Commissioners missing, Mr. Wigglesworth said.

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#### U. S. TO LEASE SHORT-WAVE STATIONS

The House acting on the report of Appropriations Subcommittee headed by Clarence Cannon, Democrat, of Missouri, Thursday voted funds for the leasing of radio facilities and for the construction and installation of additional short-wave transmitters to counteract Axis radio propaganda throughout the world.

The War Communications Board had previously approved "in principle" a broad plan for Government development and control of all the Nation's short-wave facilities as part of the Office of War Information's strategy to reach audiences in enemy territory.

Following the action of the House, Murphy Brophy, Chief of the Bureau of Communications of the Office of War Information announced that the leasing by the Federal Government of the fourteen short-wave radio transmitters in this country for official broadcasting overseas for the duration of the war is expected to be completed next week.

One-third of the broadcasting time on short-wave and one-third of the expense of leasing the transmitters would be allotted to the Coordinator for Inter-American Affairs, while the overseas branch of the Office of War Information would use the remaining two-thirds of the time and contribute proportionately to the subsidy, officials said.

It is hoped that eight new transmitters may soon be added, increasing the total to twenty-two.

Germany is also reported to be increasing the number of her short-wave transmitters, which will soon number about 100.

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## A.F.L. BACKS PETRILLO IN MUSIC FIGHT

As had been expected, the American Federation of Labor in convention at Toronto, unanimously adopted a resolution endorsing the action of James C. Petrillo, head of the American Federation of Musicians, in his fight on broadcast stations and juke box recordings. The resolution charged that the broadcasting industry, the anti-trust division of the Department of Justice and the press have "ganged up" on the American Federation of Musicians "and launched one of the most vicious campaigns in labor history in order to prevent a just and equitable solution" of the problem of the use of "live musicians" for making records and electrical transcriptions.

The Revenue Bill, which has the right of way in the Senate, continues to block plans for the Petrillo Senate Petrillo investigation. Also the Senators may be waiting to see if anything develops at the Petrillo Federal Court hearing in Chicago next week. It was explained at the office of Senator Worth D. Clark, of Idaho, author of the resolution, however, that setting the time for the hearing and a decision as to whether the entire Interstate Commerce Committee or a sub-committee will undertake the task may be expected any day now.

During the past week, two of the country's best known newspapers, neither of which owns a broadcasting station, and both of which had on several occasions blasted Mr. Petrillo, the New York Times and the Washington Post again went after him. In an editorial captioned "Petrillo's Progress", the Post, anticipating the Toronto action, said:

"It will be interesting to see whether the American Federation of Labor, now in convention at Toronto, follows the lead of its Executive Council and supports Mr. Jimmy Petrillo in his war of extermination against juke boxes and transcribed radio programs. Very probably the supplementary report on the controversy, prepared by the Executive Council, will be put into the form of a resolution and adopted by the convention without much, if indeed any, dissent.

"As a rule the machinery of the convention works pretty smoothly in upholding the decisions of the council. Yet there must be among the labor leaders now in Toronto many who are intelligent enough to perceive that the arrogance and intransigence of Mr. Petrillo has wrought more damage to the cause of organized labor than all the propaganda of the Association of Manufacturers and the United States Chamber of Commerce combined. Merely as a matter of tactics the Executive Council's support of Petrillo at this juncture would seem almost as sorry a blunder as the unwillingness to remove the notorious racketeers, William Bioff and George F. Browne, from the council until the very eve of their conviction.

"Meanwhile, it occurs to us that if the broadcasting companies really want a showdown with Mr. Petrillo, they can have it without waiting for Congress. They can try the experiment of doing without music on their programs - except, of course, for such music

10/9/42

as has already been recorded or is not controlled by Mr. Petrillo, and there is a good deal of both available. Not long ago a little show of backbone on the part of the broadcasters brought ASCAP back within bounds of reason. A little more courage now might have more effect in inducing Mr. Petrillo to change his mind than all the moral indignation in the world."

The New York Times editorial was captioned "Petrillo Marches On", and read:

"Undeterred by Congressional investigations or Department of Justice prosecutions, Petrillo marches on, telling the American people what they can and cannot hear. It is a rare day on which he does not think of some new suppression. The weekly rebroadcast of Jack Benny's radio program to the Pacific Coast has been canceled because of the fight by Petrillo's union against transcriptions. He has demanded, according to officials of the Blue network, that both the early and late Benny shows be produced with 'live talent', or that the musicians be paid double wages.

"Is Petrillo foolish in carrying his campaign so far? Or has he sized up the American politician correctly? Congress, he is confident, will not dare to take any serious action before election - or even after. Meanwhile it is important for all of us to keep in mind that indignation against Mr. Petrillo personally is futile. He is merely a symptom. Petrillo and union leaders like him will continue to impose their private dictatorships at least as long as Congress (1) acquiesces in the Supreme Court's decision that labor unions enjoy sweeping immunities from the anti-trust acts; (2) acquiesces in the Supreme Court's decision that labor unions enjoy sweeping immunities from the Federal Anti-Racketeering Act; (3) forces employers to recognize and deal with unions but does nothing whatever to compel these unions to conduct their affairs responsibly; (4) retains a state of law which forces an individual to join a union, whether he wants to or not, because his source of livelihood would otherwise be cut off, by boycotts of himself and his employers, or by other means."

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ASCAP THIRD-QUARTER DISTRIBUTION \$1,056,000

The Board of Directors of the American Society of Composers, Authors and Publishers has authorized distribution to members for the third quarter ending September 30, 1942, of \$1,056,000.

This brings the total distribution to members for the first three quarters of 1942 to \$3,106,000. Checks will be mailed to members on October 10th.

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## ABA MEETS AND ELECTS TEMPORARY DIRECTORS

The American Broadcasters' Association formed in opposition to the National Association of Broadcasters, met in New York yesterday (Thursday) and formed a temporary organization. The following pro tem Directors were elected to serve until a membership meeting could be held and permanent organization effected:

John Shepard, 3d, President of Yankee Network, and Chairman of Broadcasters Victory Council; Ted Taylor, Amarillo (KGNC, KFYO, KRGV), Executive Secretary of BVC; Walter J. Damm, WTMJ, Milwaukee, and President of FM Broadcasters, Inc.; James D. Shouse, WLW-WSAI, Cincinnati; Eugene Pulliam, WIRE, Indianapolis, President of Network Affiliates, Inc.; George B. Storer, President of the Fort Industry Co. (WSPD, WWVA, WMMN, WLOK, WAGA, WHIZ), and President of National Independent Broadcasters; Harry Bannister, Manager of WWJ, Detroit; E. B. Craney, Z-Bar Network (KGIR, KPFA, KRBM), in Montana, and KXL, Portland; Stanley Hubbard, KSTP, St. Paul.

Mr. Shepard, one of the leading spirits of the new organization, did not completely rule out the possibility of an ultimate compromise with NAB. He said that the NAB Directors would meet in Chicago next week and perhaps the opposing factions might find some common ground for discussion, depending upon what action the NAB Directors might take at that time.

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## COMMITTEE FORMED TO FOSTER BETTER WARTIME MUSIC

A National War Time Music Committee composed of representatives of various Government agencies was formed in Washington last week to foster and encourage better wartime music.

Interest in this drive for more patriotic music for use in their wartime programs was expressed in many Government agencies. To coordinate these interests and to gain the support of the music industry in writing and publishing songs to aid in the war effort, William B. Lewis, Chief of the Radio Bureau of the Office of War Information, called a series of meetings with Government agencies and the committee was formed. The various agencies plan to pool their facilities for more and better wartime music in the communities of America. The efforts of the National War Time Music Committee will be directed toward stimulating wartime musical activities in communities, schools and civic organizations throughout the country.

"This active interest on the part of the Government in patriotic music as a psychological weapon of war can be attributed in part to the dissatisfaction with the popular music which has been published and popularized during this war", says the OWI. "This dissatisfaction has come from writers, publishers, broadcasters and from the American public itself."

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 :::: TRADE NOTES ::::  
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Radio telephone service across Siberia to Russia was authorized this week by the Federal Communications Commission. The agency approved a special permit for the American Telephone & Telegraph Co. to conduct radio telephone testing between Dixon, Calif., and Khabarovsk.

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 The arrest of three Germans accused of transmitting espionage information by secret radio was announced Wednesday by the Chilean Government, which still maintains diplomatic relations with the Axis. Interior Minister Raul Morales has ordered them deported. A Chilean, Carlos Robinson, who was taken into custody with them must stand trial.

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 WPB September 26 amended order L-148, covering production and delivery of equipment for telephone and telegraph companies, to allow deliveries 90 percent or more completed by September 8. This will permit completion of projects for which only final construction details remained to be taken care of when L-148 was issued.

The amendment covers wire communication equipment, parts and equipment for telephone and telegraph switchboards, instruments, repeater equipment, power equipment, cable wire and various miscellaneous items and parts.

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 Federal Trade Commission has ordered the makers and distributors of Dr. Lyons Tooth Powder to stop "misrepresenting" that product in radio network programs and other advertising media. FTC claims that R. L. Watkins Company of 170 Varick St., New York City, is misrepresenting its product when it uses the following statement:  
 "Do as your dentist does - use powder."

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 J. R. Poppele, Chief Engineer of WOR and Chairman of the Scholarship Committee of Communications Magazine, has announced the winners of this year's Marconi Memorial Scholarships.

Edward Lombard of Syracuse, N. Y., wins the two-year course in radio and electrical communication at RCA Institutes. The one-year course in aviation radio at Midland Television and Radio Schools of Kansas City, Mo., goes to John Raymond Miller of Orange, Calif.

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 A group of 69 WAVE storekeepers and radio operator candidates left Washington Thursday for two Midwestern Naval training centers. The first of their classification, they will enter the schools' first classes. The prospective WAVE radio operators will report at the University of Wisconsin at Madison. They will receive an intensive four-month course in radio operation and maintenance before being assigned to naval establishments.

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 Announcing that "reasonable" advertising expenses would be recognized as legitimate costs in renegotiating war contracts, Under-Secretary of War Robert P. Patterson said Thursday he expected the entire controversial question of renegotiation to be cleared up by legislation now before the Senate Finance Committee.

10/9/42

The Mutual Network last month had a gross of \$707,283 from time sales or 33.7% better than it had been for like month of 1941. On the first eight months of this year, MBS is 55.8% up over 1941.

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Two awards of the 1942 Contest on Wartime Direct Mail and Printed Promotion have been given to the Columbia Broadcasting System, the network announced on Tuesday. Radio sales' entry of spot broadcasting mailing pieces was judged "one of the Fifty Direct Mail Leaders"; the network's entry of brochures on broadcasting facilities received Honorable Mention.

The contest, held by the Direct Mail Advertising Association, was limited to promotion pieces released after December 7. The awards are to be presented at the DMAA one-day convention in New York October 16.

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Al Ross has been named WOR's new Commercial Program Manager. For the past year Mr. Ross has done free-lance work, including the writing of Jack Dempsey's "Sport Quiz".

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#### WHITE AND REAM NEW CBS VICE-PRESIDENTS

Frank K. White and Joseph H. Ream have been elected Vice-Presidents of the C.B.S. Mr. White will retain the office of Treasurer, which he has held since 1937, and Mr. Ream will retain the office of Secretary, which he has held since 1938.

"Columbia, in the past four months, has lost three Vice-Presidents, - Harry C. Butcher, Lawrence W. Lowman and Mefford R. Runyon to the armed forces", Paul W. Kesten, CBS Vice President and General Manager, said, "and the election of Mr. White and Mr. Ream as Vice Presidents is in recognition of their increased duties and responsibilities in the management of the corporation."

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#### FIRST LADY COMMENDS RUPPEL FOR SOLDIER LETTERS

In the "Washington Merry-Go-Round", Drew Pearson writes: "Mrs. Roosevelt gives credit to Louis Ruppel, (formerly of the Columbia Broadcasting System, but now Assistant to the President of the Crowell-Collier Publishing Co.,) for starting the idea of sending letters to men in the service giving news of their shop or office. "But no matter who started it", Mr. Pearson adds "the idea is giving a lot of boys a lot of good news and gossip from home."

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