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No. 1593

JETT FCC SELECTION APPARENTLY A POPULAR ONE ALL AROUND

Usually when an appointment is made to the Federal Communications Commission, it is a politician, someone who doesn't know anything about communications and someone the industry never heard of. In fact the FCC has become more or less a New Deal Christmas Tree. This is generally understood. Therefore, there was considerable commotion about the place when it became known that the name of Lieut. Ewell K. Jett, U.S.N., Retired, who has served as Chief Engineer of the Commission for the past five years, had been sent to the Senate by President Roosevelt to succeed George Henry Payne, whose nomination was mysteriously withdrawn two days after it had been sent to the Capitol last July.

It is true that there had been considerable talk about Lieutenant Jett to succeed Mr. Payne but when this writer talked to the former sometime ago, he apparently wasn't much interested. As Chief Engineer he was receiving \$9,000 a year and a commissionership pays only \$1,000 more. Furthermore, as Chief Engineer, Mr. Jett didn't have to worry his head about politics.

And it isn't believed Mr. Jett will do so if he is confirmed as Commissioner. He was nominated as a Republican but there is no mention of any political affiliation in "Who's Who", so he doesn't work at it very hard. In fact, this writer believes Mr. Jett is about as much of a politician as Commissioner T.A.M. Craven, Dr. C. B. Jolliffe, now with RCA, or Doc. J. H. Dellinger at the Bureau of Standards. They are all birds of a feather - and if anybody should ask this writer, they are also the highest type of Government officials. In fact, one of the first comments heard was that Jett would be "a second Tam Craven" on the Commission. Another comment was that for an FCC appointment the selection "had been surprisingly intelligent". Another was, "I expected it would be some New Dealer who could help with the Fourth Term." Still another, "Where did they get the crazy idea of putting anyone on the Communications Commission who knew anything about communications?"

Lieutenant Jett has also been able to hit it off with Chairman James L. Fly, who has leaned heavily upon him for technical advice. Mr. Jett is the second Chief Engineer to succeed to Commissioner, the first one having been Commissioner Craven.

Mr. Jett has been nominated for a 7-year term and if the Republicans win in 1944 might become Chairman of the Commission. The choice would lay between Mr. Jett and Commissioner Case, the other Republican member of the Commission.

Like Commissioner Craven, Lieut. Jett has grown with radio and the Navy. He was born in Baltimore and is fifty years old. He entered the U. S. Naval Service in June 1911. Prior to the World War he served as a telegraph operator, and as a radioman on board the battleships UTAH and MICHIGAN and the Destroyer PARKER. From 1914 to 1916 he served at the Arlington Radio Station and at the Navy's first radio remote control station in the State, War and Navy Building, Washington, D. C.

From 1917 to 1919 he served as Radio Officer on board Vice Admiral Gleaves flagship SEATTLE of the Cruiser and Transport Force, and as Radio Officer of the battleship GEORGIA.

He was permanently commissioned an ensign in the Navy in 1919 at which time and continuing until 1922 he served as Radio Officer and Officer-in-Charge of the Navy Department Transatlantic Radio Control Station. During a part of this time all transatlantic communication traffic, both government and commercial, was handled through the Transatlantic Control Station utilizing the transmitters of Arlington, Annapolis, Navy Yard Washington, Tuckerton, N.J., New Brunswick, N. J., and Sayville, N. Y.

In 1922 he served as Radio Officer of the battleship TEXAS of the Pacific Battle Fleet; and from 1923 to 1926 as aide on the staff of Admirals Chase and Mervell and as Radio Officer of the Fleet Base Force.

After completing four years of sea duty he was again transferred to the Navy Department in Washington where he served under the Director of Naval Communications as Officer-in-Charge of the Registered Publication Section, and as Assistant Navy Department Communication Officer and Officer-in-Charge, Radio Central.

In 1929 Lieut. Jett was "loaned" to the Engineering Dept. of the Federal Radio Commission and later, upon being retired from the Navy, he was appointed a senior radio engineer in direct charge of the Commission's engineering work concerning radio services other than broadcasting. He was appointed Assistant Chief Engineer in 1931 in which capacity he continuously served until his appointment as Chief Engineer December 22, 1937.

Since the creation of the Federal Communications Commission in 1934, he has had direct charge of engineering matters relating to telegraph, submarine cable, and radio services under the jurisdiction of the former Telegraph Division of the Commission.

Lieut. Jett was a member of the American Delegation to the North and Central American Radio Conference, Mexico City, 1933; North American Regional Radio Conference, Havana, March 1937; the International Radio Consulting Committee (C.C.I.R.) Bucharest, May-June, 1937; and also in 1937 attended Inter-American Radio Conference, Havana, Cuba. In August of 1937 he represented the Commission at the Governor's Conference in Juneau, Alaska. President Roosevelt in 1937 named him a delegate to the International Telecommunications Conference which convened at Cairo, Egypt, on Feb. 1, 1938.

Lieut. Jett was Chairman of the Washington Section of the Institute of Radio Engineers in 1935. His home is in Chevy Chase, Maryland. He is married and has two daughters, Mrs. Joseph Burke and Mrs. John E. Bruce.

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IN MILLION COMMERCIALS FTC FINDS RELATIVELY FEW BAD

Out of almost a million and a half commercials examined by the Federal Trade Commission during the past year, comparatively few were found objectionable, as shown by the following extract from the Commission's annual report:

"The Commission issued calls to individual radio stations generally at the rate of four times yearly for each station. National and regional networks respond on a continuous weekly basis, submitting copies of the commercial advertising parts of all programs wherein linked hook-ups are used involving two or more stations. Producers of electrical transcription recordings each month submitted typed copies of the commercial portions of all recordings produced by them for radio broadcast. This material was supplemented by periodic reports from individual stations listing the programs of recorded commercial transcriptions and other data.

"During the fiscal year the Commission received copies of 940,750 commercial radio broadcast continuities and examined 1,045,484 continuities. The continuities received amounted to 1,980,524 typewritten pages and those examined totaled 2,108,289 pages, consisting of 591,470 pages of network script, 1,496,089 pages of individual station script, and 20,730 pages of script representing the built-in advertising portions of transcription recording productions destined for radio broadcast through distribution of multiple pressings of such recordings to individual stations. An average of 6,920 pages of radio script was read each working day. From this material, 22,329 advertising broadcasts were marked for further study as containing representations that might be false or misleading.

"In general, the Commission has received the cooperation of the 4 Nation-wide network chains, 19 regional network groups, and transcription producers engaged in preparing commercial radio recordings, in addition to that of 853 commercial radio stations, 507 newspaper publishers, and 486 publishers of magazines, farm journals, and trade publications. It has observed a desire on the part of these broadcasters and publishers to aid in the elimination of false and misleading advertising.

"During the fiscal year, 88 percent of the radio and periodical cases resulted from the routine survey of advertising material as described above and 12 percent from complaints by or information received from other Government agencies, competitors, and other members of the public.

"An analysis of the questioned advertisements which were assembled by cases and given legal review, discloses that they pertained to 2,362 commodities.

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NAVY SEEKS MILLIONS FOR RADIO EXPANSION

As revealed in a letter written by Admiral Horne, Acting Secretary of the Navy, to Senator David I. Walsh (D), of Massachusetts, Chairman of the Naval Affairs Committee, the Navy Department has requested the sum of \$5,000,000 for expansion of existing radio installations and for the development of radio facilities at strategic points along the Atlantic and Pacific coasts for military and combat intelligence. Included in the \$5,000,000 is a request for authorization of \$1,980,000 to cover projects released by the Secretary of the Navy which were not included in original appropriations as in the case of the Bureau of Naval Personnel quoted above. The additional new construction requested by the Navy Department under this heading is \$3,020,000.

Expansion at the Naval Research Laboratory, Anacostia, D. C., is requested by the Navy Department to provide for an aeronautical laboratory, miscellaneous laboratory facilities, and shore protection at the Naval Research Laboratory Annex at Randall Cliff, Md. The total amount requested by the Navy Department for the research laboratory is \$800,000.

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BLUE EXPANDS ITS CENTRAL DIVISION FACILITIES

Expansion of the operating facilities of the Blue Network's Central Division in Chicago by the addition of some 3,700 square feet of space was announced by E. R. Borroff, Vice-President in charge of the Blue Central Division.

A marked increase in business and the desire to effect a complete separation from NBC in as many departments as possible are the major reasons for the acquisition of additional floor space on the 18th floor of Chicago's Merchandise Mart Building, according to Mr. Borroff.

In listing some of the changes to be made he explained that the entire program department, headed by James L. Stirton, and traffic department, headed by Kenneth Christiansen, will be moved from the 19th floor to the downstairs location.

The Blue will maintain and staff its own news and special events department also, Mr. Borroff said. Under the present set-up, the Blue has been using the news facilities of NBC. The Blue will also maintain its own transcription library, guest relations department and reception staff. A number of studios have been leased from NBC by the Blue for programs originating in Chicago.

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FINE WEATHER FAVORS BLUE'S OVERSEAS PRESS CONFERENCE

Reception was almost perfect for the "Transatlantic Press Conference" put on yesterday (Thursday) by the National Press Club of Washington and the Blue Network. Lieut. Gen. Carl A. Spaatz, AAF, Commanding General of the American Strategic Bombing Force, Western Front, and Air Marshal Sir Richard Hallam Peck, Assistant Chief of Air Staff of the RAF, who were "somewhere in Great Britain" were questioned from the National Capital by John M. Hightower of the Associated Press, Kingsbury Smith of the International News, and Reuel S. Moore of the United Press. Robert E. Bunnelle, President of the Association of American Correspondents in London, and Felix Cotton, President of the National Press Club in Washington, also exchanged greetings during the broadcast.

The two-way overseas broadcast was the occasion of one of the famous Press Club "off-the-record" (which this time was "on-the-record") luncheons attended by Edward J. Noble, Chairman of the Blue Network, Mark Woods, President, and G. W. Johnstone, News Director of the Blue Network, all of New York, and K. H. Berkeley, Blue Net Manager in the Capital, as well as high ranking officers of the Army Air Forces and the Royal Air Force stationed in Washington.

Called on for a few words before the broadcast began, Mr. Noble and Mr. Woods showed their good radio training and, incidentally, made a hit with the press and radio correspondents by breaking what must have been even the Press Club's record for brevity.

Mr. Noble said:

"There was a man who couldn't remember three things. He couldn't remember names, he couldn't remember faces, and he couldn't remember what the third thing was."

That was practically his whole speech. Mr. Cotton, Press Club President, suggested that Mr. Woods tell a story he had told him out of the last Reader's Digest.

"I had intended telling you that one but suggest you get a copy and look through the jokes and you can find it."

That was Mr. Woods' speech except for thanking the Club for their cooperation in the broadcast and remarking that they had long been friends as the Blue once had its quarters in the Press Club Building.

Another good feature of the broadcast was the exceptional press service to the correspondents by Mr. Johnstone who furnished a mimeographed verbatim report fifteen minutes after the broadcast had ended - and provided enough copies for everybody. (White House please note.)

The broadcast, widely carried by press and radio and listened to by our soldiers abroad over the facilities of the

British Broadcasting Corporation, was confined to military matters with none of the questions pertaining to radio itself. It was about 30 minutes in length, beginning at 1:30 P.M. EWT, and was so successful in every respect that it marked a decided step forward in international exchanges and congratulations were in order for everyone who had anything to do with it.

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U.S. GIVING WAR \$10,000,000 A MONTH IN RADIO TIME

Businessmen gave Uncle Sam 10 million dollars worth of radio time and talent in 1943, Paul Hollister, Vice-President of the Columbia Broadcasting System, told the Advertising and Sales Club of Toronto. Mr. Hollister said in 1943 alone over 600,000 different radio programs carried war messages, and the stations themselves broadcast over 5,500,000 distinct war announcements not integrated into given programs; also that in the single month of June 1943 the stations of America broadcast all forms of war messages for a sum of more than 18,000 hours.

"Isn't it quite clear now what radio is going to do after the war?" Mr. Hollister asked.

"Radio is going to distribute as it has never distributed before. To distribute what? To distribute the product it has always distributed: ideas. Ideas about goods and services, as usual. More sensible, more plausible ideas, because radio techniques have improved during the war. And radio will talk about more different products and better products too, for the number of, and the improvements in, goods and services which will emerge from the war are incalculable.

"Radio has found new techniques of graphic, memorable, emotional exposition which transcend any previously known; radio, if professional educators realize it, can glaze the walls of their schools and colleges and universities and let the nation and the world in on their cloistered secrets. Radio already draws church audiences of large proportions, and some day the men of God will realize that, and will master its technique as David mastered the technique of the slingshot.

"If radio can (as it does today) beam simultaneously identical words in both Spanish and Portuguese describing music to both Mexico and Brazil, radio is ready to beam the similar or divergent ideas of a Chinese and a Yank, each in his own tongue, and to enrich the ideas which are similar, and to compose those which diverge. If radio can (as it does any Sunday morning) transport the population of America into a fishing village in Cornwall, or transport the population of Britain into Mason City, Iowa, to hear some 6,000 Thanksgiving turkeys clamoring for chow, radio is ready

to try broader and even more specific jobs of hurdling all the barriers the selfish isolationist in any nation has ever set up.

"The developments in radio service that are directly ahead of us will not be sudden. They will be the distillate of what radio has learned in less than a single generation, and what it has done, and a projection of what it is doing, rather than an abrupt swerve. The steady rise of American radio to its today-point has been such a development, such a continuing projection of successful trials wholly underwritten by the risk-instinct and incurable scientific curiosity of private enterprise. We have seen in dictator-nations how ill such concentration of power serves the people.

"And in other democracies we have seen how dull, and therefore how inefficient in the national economy, radio can be if it is sterilized by even a benevolent tyranny. From the enemy we get daily a grim demonstration of how a godsend of science can be debased to use as mouthpiece of the selfish party in power. Further normal and rapid progress in radio can be expected so long as it helps and pleases the 31 million families who depend on radio 4 hours a day."

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HEARING FOR WJJD AND WIND ON MULTIPLE OWNERSHIP

The Federal Communications Commission has announced the granting of a request from WJJD, Inc., Chicago, Ill., for "opportunity for an early hearing to determine the applicability of Section 3.35 of the Commission's Rules and Regulations to the operation of Stations WJJD and WIND", the latter station being located in Gary, Indiana.

This is the first request for hearing filed pursuant to the Commission's announcement of its policy concerning multiple ownership of standard broadcast stations.

The Commission is requesting that renewal license applications for these stations be filed on or before February 1, 1944, for consideration.

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Frank E. Mullen, NBC Vice-President and General Manager, recently announced the appointment of James M. Gaines to be Assistant Advertising and Promotion Director. Mr. Gaines will report to Charles P. Hammond, NBC Director of Advertising and Promotion. Before joining NBC in 1942, Mr. Gaines had been associated with the Automobile Merchants Association, the Hearn and Bamberger Stores and the International Business Machines Corporation.

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FCC ABOUT FACE GREEN LIGHT TO PUBLISHERS SEEKING FM

With Commissioner T.A.M. Craven throwing a big scare into them and the 1944 elections just around the corner, the Federal Communications Commission, as this writer predicted, beautifully reversed itself by every mother's son voting against any general rule discriminating against newspapers in acquiring radio stations. This gives the green light to publishers who desire to secure FM licenses. The newspapers missed the chance of a lifetime in not grabbing more of the standard broadcasting licenses when radio first came in but here seems to be another golden opportunity.

It was the warning of Commissioner Craven who single-handed fought off Chairman James L. Fly and the other Commissioners in their efforts to keep the newspapers from acquiring further stations which prompted Senator Wallace White (R), of Maine, radio authority in the Upper House to denounce any such discrimination. Due to the fact that Senator White is at present acting as Senate Minority Leader, his remarks last week were given the widest publicity with the result that the matter reached the ears of Congress already jittery over the 1944 elections and word was quickly passed down to the FCC to lay off, adding to the political troubles by stirring up the papers at this critical time.

The moving spirit in the attempted hobbling of newspapers in radio is supposed to have been President Roosevelt as a reprisal against the papers for not supporting him in the last election (60% of them failed to do so, it is reported). It was charged the President tried to build up the radio so the Administration could use it for its own purposes.

Chairman Fly, who carries out the President's orders to a gnat's hind heel, was said to have been even more enthusiastic than usual in this case figuring that the more the newspapers were restricted the more powerful radio would be and the more important Mr. Fly would become.

It is not certain that the war is entirely over against the newspapers yet but they have gained a tremendous victory. The decision was generally interpreted as meaning that while newspaper ownership is no bar, this factor would be given consideration in event the Commission found two applicants for a station equally well qualified. In other words, if they got a chance and thought they could get away with it, they might give a newspaper a good kick under the table.

The decision to close out the long proceedings was in accordance with a stand taken by Commissioner T.A.M. Craven, who is understood to have held out against any action which would have set newspapers into a special class.

The original proposal, drafted by a three-member Committee, took the position that while there should be no outright bar to newspapers acquiring stations, the newspaper factor should be con-

sidered as one element, along with all others, but did not indicate how much weight should be given to it.

The general tone of this proposal was that the growing number of newspaper-owned stations might result in a monopolization of news outlets, at least in some communities.

Subsequently the Commission considered sending the entire record in the proceeding to Congress with a short note merely saying that it would consider the newspaper angle in passing upon each application, but not discussing the question of monopoly.

Congressional sources said Commander Craven objected to this as strenuously as he did to the lengthy proposal, contending that newspapers in general had operated their stations in the public interest and that there should be no discrimination against any class of applicants.

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CHARGE WHITE HOUSE PACKING FCC; PAYNE EXIT EXPLAINED

An inquiry will be demanded by Senator Moore (R), of Oklahoma, according to the Washington Times Herald into what the paper calls "an apparent scheme to pack the Federal Communications Commission with New Deal partisans in violation of the law forbidding the appointment of more than four members of one political party to a seven-man commission."

Lieut. E. K. Jett was nominated Wednesday to succeed George Henry Payne, a Republican, but Senator Moore has been informed that Mr. Jett would not claim that he was a Republican. The Times-Herald article carries this version of why Commissioner Payne was not reappointed:

"Chairman Fly was said to have told the President that Payne had furnished information to the FCC Investigation Committee, and Mr. Roosevelt is credited with the remark that 'the only thing to do with a leaking pipe is to rip it out and get a new one.'"

Willard Edwards, writer of the Times-Herald article then went on to say:

"While some mystery existed as to Jett's exact political status, there was none concerning his subservience to Chairman Fly. Testimony before the FCC Investigating Committee revealed him as unswerving in his obedience to the Chairman's commands.

"Mr. Jett's nomination would appear to be in direct violation of the FCC Act which specifies that not more than four members of a political party shall be appointed to the Commission', said Senator Moore, a member of the Interstate Commerce Committee, to which the Jett nomination was referred. 'I am informed of a

movement to push this nomination through without hearings and I shall certainly demand open hearings into Jett's eligibility for the post. It would be extremely dangerous to permit one man as Chairman to dominate such a vital agency with an overwhelming majority of rubber stamps.'

"There are now two nominal Republicans on the Commission, Norman S. Case and Ray C. Wakefield, but they have followed Chairman Fly's lead in recent years. The only dissenting vote raised against the FCC's method has been that of T.A.M. Craven, a Democrat, whose term expires June 30, and who has said he would not accept reappointment in the unlikely event that President Roosevelt offered it to him.

"Mr. Jett's confirmation and appointment of another Fly selection to fill Craven's post would also, it was noted, present difficulties in 1945 to an incoming Republican President in the selection of a Chairman who must be picked from the Commission's membership under the law. He would have seven Fly-dominated members from whom to choose.

"Mr. Roosevelt thus would control the radio waves even after he had left the White House, through his FCC appointees, until the expiration of a member's term gave the new President an opportunity to pick his man."

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FCC ACTION

The Commission on January 11th took the following action: KXO, Valradio, Inc., El Centro, Calif., adopted order granting petition for reinstatement, amendment and grant of application for construction permit to install new transmitter, change frequency from 1490 to 1230 kilocycles, and increase power from 100 to 250 watts, subject to the following condition: "At the expiration of the present national emergency, the applicant shall file an application for construction permit for authority to install a new antenna and ground system which will meet the minimum requirements of the Commission's Rules and Standards."; KEVE, Cascade Broadcasting Co., Inc., Everett, Wash., granted consent to transfer of control of Cascade Broadcasting Co., Inc., licensee of Station KEVE, from Dr. J. R. Binyon and L. E. Wallgren to A. W. Talbot, for a total consideration of \$22,500; also KEVE, granted construction permit to move transmitter and studio from Pacific Highway at 9th St., Everett, Wash., to 2015 Jefferson Lane, S.E. of Yakima, Wash., and a site to be determined, respectively.

Birney Imes, Jr., Tupelo, Miss., granted construction permit for new station to operate on 1490 kilocycles, 250 watts, unlimited time, exact studio and transmitter sites to be determined; WBIR, Knoxville, Tenn., granted consent to voluntary assignment of license of WBIR from J. W. Birdwell to American Broadcasting Corp., for a consideration of \$135,000; WTTM, Trent Broadcasting Corp., Trenton, N.J., granted consent to acquisition of control of WTTM, by Representative Elmer H. Wene, of New Jersey, for a consideration of \$6,468.75, representing 43-1/8 shares of capital stock.

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::: TRADE NOTES :::

Dr. Frank Black has been engaged as guest conductor of the Cleveland Symphony Orchestra. The imminent induction of Erich Leinsdorf made it necessary to find a replacement. The management of the orchestra, searching the list of American conductors, chose the General Music Director of the National Broadcasting Company to conduct a series of concerts in Cleveland and on tour.

Promotion and Publicity Departments of KRNT and KSO, Des Moines, recently showed off their new enlarged quarters on the 11th floor of the Register and Tribune Building, at an "Open House" and luncheon for members of the Manufacturers' Representatives' Association. With Promotion Manager John Drake as host, record MRA turn-out for year was conducted on tour of studios, control room, and newsroom of the jointly owned stations.

Station KWTO on January 16th will become affiliated with the Blue Network as a basic supplementary station, bringing the total number of Blue affiliates to 176; located at Springfield, Mo., the station operates with 5,000 watts daytime and 1,000 watts nighttime on a frequency of 560 kilocycles.

The Federal Trade Commission has issued a complaint charging Joseph Sperling, Inc., Washington, D. C., with misrepresentation in connection with the sale of women's fur coats, particularly with reference to leopard coats which are not made from leopard peltries as represented in newspaper and radio advertising.

Z. C. Barnes has been appointed Director of Sales Administration of the Mutual Broadcasting System. Mr. Barnes will work with Edward Wood, Jr., General Sales Manager, especially dealing with administrative matters of the sales organization. Before his MBS affiliation, Mr. Barnes was for twenty years Vice-President of Ourdoor Advertising, Inc.

Over 200 NBC employees who registered for the courses of instruction established by the National Broadcasting Company, met last week in Radio City preliminary to commencement of the lessons which began on January 10th. Clarence L. Menser, NBC Vice-President in Charge of Programs, addressed the employee-students and explained the scope of instruction in the individual classes.

Courses are divided into two groups, primary and advanced. Primary classes in Script Writing, Sound Effects, Production and Announcing are open to all. Advanced classes are available to employees who completed last year's primary courses and who were found through personal interviews to be prepared for the additional training.

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